



Defining our Value Proposition

Strategic Workshop Outcomes **January 3-4, 2025**





NATIONAL DEMOLITION ASSOCIATION

Vision:

To be the collective voice of the companies leading the way in demolition.

Mission:

Empower NDA members to collectively set the standards for the demolition industry by providing them with the resources necessary to be leaders in safety, environmental stewardship, education, professional competency, and advocacy.

Strategic Footings:

Workforce

Safety

Membership

WORKFORCE

Identify and promote clear career pathways that foster success and opportunity within the industry, empowering members to elevate the profession and inspire both current and prospective talent.

FOOTING

Committee Guidance - Workforce

01

Identify right channels, content, messaging, and formats to attract and engage younger, more diverse audiences within member companies.

02

Update career mapping across pathways to showcase opportunities to make demolition an attractive career choice.

03

Case studies, testimonials, & solutions to spotlight a vision of a career. Provide relevant messaging (e.g. sustainability) and turnkey content that members can use to encourage talent acquisition and retention.

04

Identify and recommend how to leverage alliances/partnerships to expand awareness of demolition as a desired profession.

SAFETY

Continually advance industry leadership by establishing and continuously enhancing the highest workplace safety standards. Strengthen access, awareness, and advocacy through comprehensive internal and external education.

FOOTING

Committee Guidance - Safety

01

Communication and proactive outreach to promote value of resources, awareness & guidance of changes. Simplify access (e.g. website, app). Offer webinar on how to access, include in member onboarding.

02

Develop iterative process to offer letters of interpretation on accuracy of safety requirements and regulations

03

Focus on OSHA and other alliance education for pre-qualification process and certifications.

MEMBERSHIP

Grow the organization's membership and drive deeper engagement by applying insights and successes, clearly communicating the value, benefits, and resources to target audiences.

FOOTING

Committee Guidance - Membership

01

Continue to leverage the data – what we've learned, what worked, what didn't.

02

Move from development and testing to implementation. Focus on value proposition, benefits, resources, proof points, and channels (e.g. website, app, products, chapters)

03

Revise timeline, deliverables, and expected results to reflect insights and expectations

Committee Guidance - Other

01

Industry Committee – Recommend Demolition Contractor definition as identified by NDA and delineate by size (Small, Medium, Large) considering whether budget or employees should be the primary criteria.

02

Member Growth Committee – Based on defined Demolition Contractor provide guidance on viability of member category, e.g.:

Hybrid

Client

Public Entity

On our radar

- Navigating Political and Regulatory Changes
- Bridging Workforce Generational Gaps (e.g. communications, outreach, content)
- Expanding education initiatives to address workforce challenges
- Standardizing Industry Practices
- Leveraging Sustainability/Industry Stewardship/Social Impact as competitive advantages
- Accelerating digital transformation for members' operational efficiencies
- Representing a larger part of the industry



Where does NDA deliver unique
or exceptional value?

Target Audiences:

- Contractors
 - Small - \$5M
 - Medium - \$5-10M
 - Large - \$10M+
- Clients (sources of work)

Strategy: Capture the demolition industry first, showcasing products and services of greatest benefit. Move from current PUSH to desired PULL stage.



Value Proposition - Small

Primary interest is in value for investment. Footing with most value is Safety but Workforce also important. Where can NDA offerings best fill their gaps to help drive growth and efficiency?

Products & Services

- Lead message: Detail cost to purchase or develop on their own (e.g. JHA, Engineering Survey, Start out Right, Safety Manual, Safety Talks) compared to the cost of membership.

Add in:

- Best Practices through networking opportunities, OSHA Alliance, Access to the Safety Library (Guidance docs & Best practices) and Accreditation
- Administrative Resources – Payroll, Insurance, Compliance
- NDA Courses/Training, e.g. Risk Management, Project Management
- Chapters (where applicable)
- Worker Certification for a competitive advantage
- Growth pathway from small to medium (NDA to add testimonials that align that to the value for investment/ROI message)
- **Possible new products:** Safety help desk through alliance/partnership. Business 101 as part of Project Management course series and/or online webinar or recorded video

Value Proposition - Medium

ROI is important – providing access to supplement what they need vs. what they have.

Products & Services

- Workforce Development
 - Potential growth from medium to large
 - Training
 - Safety resources
 - Education
- Need to overcome perception/stigma of 'old boys club'
- Safety officer education
- Best practices/Recommendations
- Simplified website navigation

Lower turnover, better programs, stronger company, greater safety

Value Proposition - Large

NDA needs the largest companies in the room. Most have resources to develop internal alternatives. Remains a target rich environment – if the value proposition can be (re)established. What didn't, or stopped working for previous members? For prospects – ongoing promotion of newly released products and value for their companies.

Products & Services

- Safety
 - Certifications/Individual
 - Collaboration/Networking
 - Accreditation/Company
 - Validation/Awards
- Workforce
 - Regulatory effects on workforce
 - Collaborations/Networking
 - Certifications
- **Possible New Services**
 - Mentor a small company in a non-competitive market
 - Focus on individuals in companies who can become potential champions within their company

Value Proposition - Client

What value does NDA bring to the end-user?

Products & Services

- Membership (Honorary/Complimentary)
 - Discuss access to **member offerings that might make sense for end users** e.g. specifications, bid sheets, contracts, Risk Management, Project Management etc.
- **Possible New Product**
 - Discuss developing a list of qualified/certified bidders.

Aligning Resources

Considerations for 2026 Budgeting

- Chapter support/standards to drive membership outreach and conversion
- Additional programs/services based on value proposition opportunities

Measuring for Impact



Key Performance Indicators

The background image is a blue-tinted photograph of a demolition site. In the center, a large excavator is working on a partially demolished building. To the right, a construction worker wearing a hard hat and safety vest stands with hands on hips, looking towards the camera. The ground is covered in rubble and debris. In the background, there are signs, one of which partially reads "INTERSTATES".

Strategic KPIs

Focus on measuring progress against long term goals derived from objectives. Enable Board and leaders to assess ongoing commitment, need for course correction, and allocation of resources. IMPACT/OUTCOMES

Operational KPIs

Clearly detail timely information to make day to day decisions. Help take corrective actions on efforts or processes. ACTIVITIES/OUTPUTS

What we currently measure

Membership

- Increase in members (#s)
- Annual and aggregated targets
- Retention (%)

Workforce

- Deliverables completed (Y/N/progress)

Safety

- Deliverables completed (Y/N/progress)

WORKFORCE

Objective: Identify and promote clear career pathways that foster success and opportunity within the industry, empowering members to elevate the profession and inspire both current and prospective talent.

Strategic KPIs (TBC)

- Develop career roadmap and determine if there is a way to track how many individuals engaged with that pathway to advance their career. Possible source would be using website analytics on clicks/time on page as the baseline for engagement, then year over year, the percentage increase.
- Member Satisfaction with Career Development – Use member needs surveys to gauge level of member satisfaction with career growth resources and opportunities.
- Increase in engagement in Educational Programs Certifications and Training Completed

KPIs

SAFETY

Objective: Maintain industry leadership by establishing, advancing, and continuously enhancing the highest workplace safety standards. Strengthen access, awareness, and advocacy through comprehensive internal and external education.

Strategic KPIs:

- Percentage increase in certifications.
- Increase in external adoption of safety requirements.
- Industry Safety Benchmarking – Compare safety performance metrics against industry averages to maintain leadership.
- Track year-over-year decreases in reported incidents (DPP, OSHA reports)

KPIs

MEMBERSHIP

Objective:

Grow the organization's membership and drive deeper engagement by applying insights and successes, clearly communicating the value, benefits, and resources to target audiences.

Strategic KPIs

- Member engagement (new and existing) – programs and events – numbers of company and broken down by size
- Member satisfaction and/or on member needs survey have them rate the value of their membership. Use average as a benchmark
- % of target market (e.g. of 4700 – what's target share increase year over year, what's the aggregate target for share by XX year
- Other benchmarks using Accreditation for baseline and source of incremental growth.

KPIs

Priorities

Strategic: Membership

Committee/Staff:

- Chapter Standards/Process
- Simplify website
- OSHA Alliance – clear articulation of what distinguishes what NDA members do
- Iterative process to offer letters of interpretation on accuracy of safety requirements and regulations
- Focus on Convention & Expo education and training with an emphasis on expanded workforce development and training
- Standardized forms
- Update value for membership messaging

Next Steps/Timeline





APPROVE STRATEGIC PRIORITIES & FUTURE FOCUS



DEFINE VALUE PROPOSITION



RESOURCES ALIGNED & PRIORITIZED



CONFIRM KPIS & NEXT STEPS

OUTCOMES