



OUR STRATEGY: INFORMED BY YOU.

Institution of
**MECHANICAL
ENGINEERS**

Jake Fraser

Director of Digital,
Data, and Innovation

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Improving the world through engineering

THE CORE PRINCIPLES: OUR MISSION AND VISION.

Our mission as an organisation:
Improving the world through engineering.

Our vision for IMechE in 2030:
A global, inclusive, and digitally enabled
engineering community.

Our **engineering community** includes those involved in the engineering profession – not just the mechanical engineers who are IMechE members.

THE CORE PRINCIPLES: OUR VALUES.

Impact

We make a difference in what we do, taking accountability and ownership for meeting our commitments, and making things happen by succeeding together and excelling as individuals.

Inclusion

We work together as one inclusive team valuing and embracing diversity, by communicating and sharing openly, listening actively to others, and celebrating our unique contributions.

Innovation

We find better ways to get things done, innovating to solve problems, drive change, and move our mission forward by making tomorrow better than today.

Integrity

We do the right thing for IMechE and for one another by being honest, truthful, and authentic, acting with integrity in every decision and action we take.

THE CORE PRINCIPLES: OUR TWO STRATEGIC GOALS.

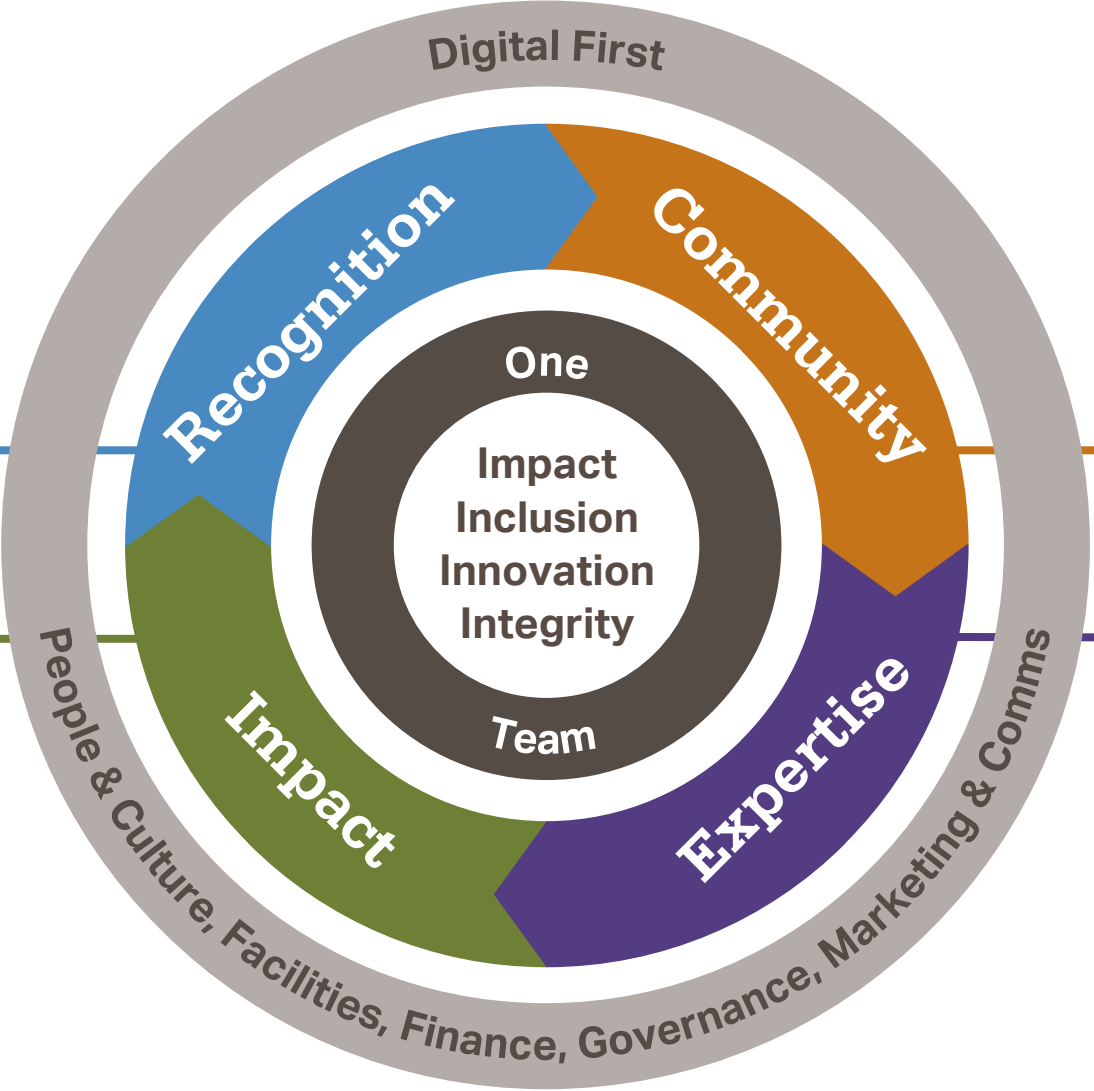
Membership Development

Developing, registering,
and supporting our members
and the wider engineering
community to be their best
for a more inclusive and
sustainable world.

Impact

Maximising the impact of
our community to promote
engineering, inform opinion,
and stimulate innovation for
the benefit of society.

THE CORE PRINCIPLES: OUR STRATEGIC OBJECTIVES.



Strategic objectives:

MD1: Standards relevant to engineers and the profession.

Strategic objectives:

MD2: Build inclusive and thriving communities.
MD3: Support members to deliver societal benefit.

Strategic objectives:

IM1: Harness the expertise of our growing community.
IM2: Advise government, industry and society.
IM3: Communicate the outputs from harness and advise.

Strategic objectives:

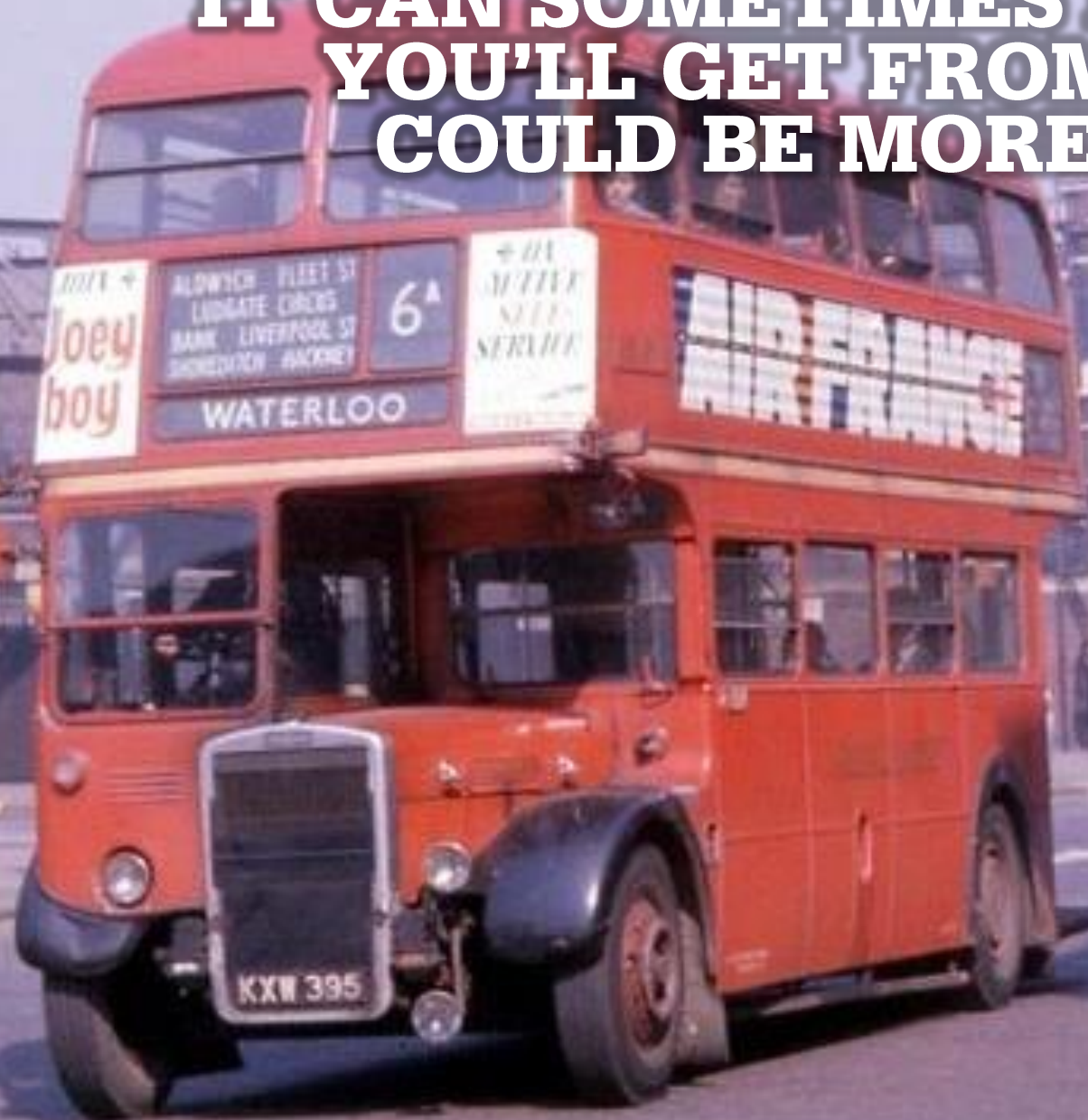
MD4: Services relevant to our communities.



**WHAT IS RELEVANT, AND TO WHOM?
WHAT DO ENGINEERS WANT FROM IMECHE?
WHAT ABOUT THE WIDER
ENGINEERING COMMUNITY?**



**IT CAN SOMETIMES FEEL LIKE THIS:
YOU'LL GET FROM A TO B, BUT IT
COULD BE MORE A LOT BETTER.**

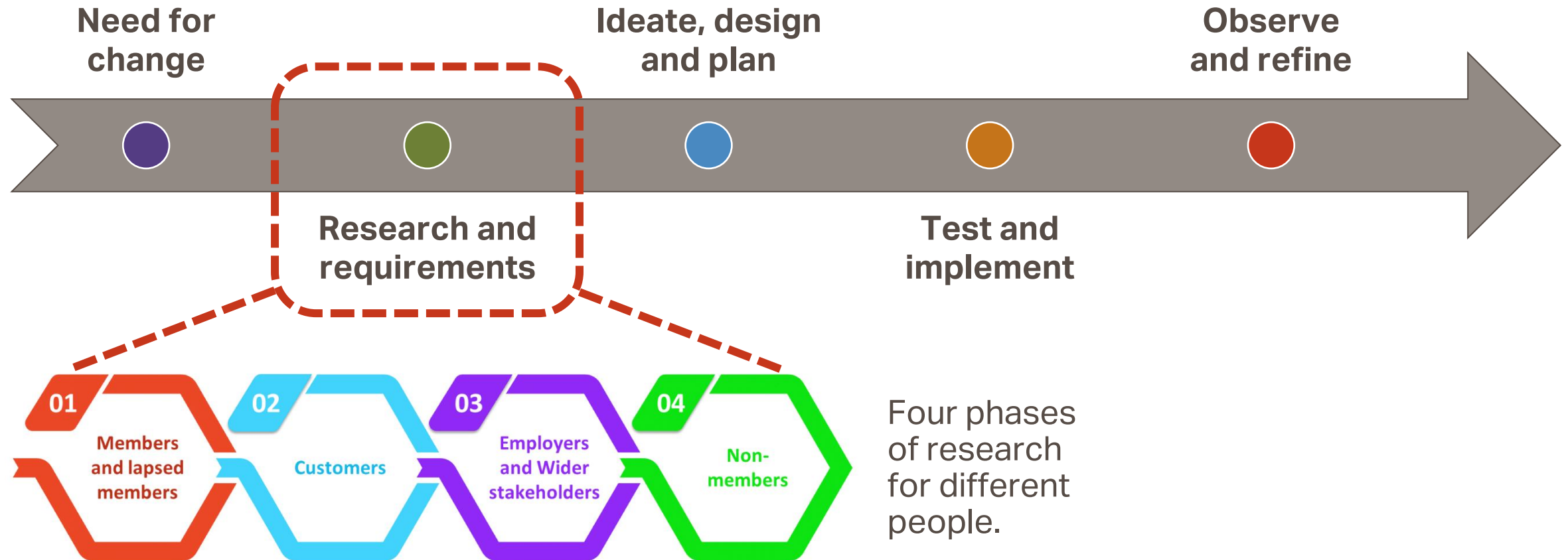




**BUT TO GET
FROM A TO B,
DO ENGINEERS
WANT ANOTHER BUS?**

ESTABLISHING WHAT IS WANTED AND NEEDED.

Applying the engineering design process to our decision making.



WHAT THE RESEARCH WILL GIVE US.

Market insight to make informed decisions.

Qualitative (interviews)



Quantitative (surveys)



User voice panels



Wider society and peer analysis



Market
insight

What

Content,
services,
and support

Why

Drivers,
ambitions,
and goals

Where

Digital and
physical

When

Education
and career
stages



MARKET INSIGHT BUILDS FOUNDATIONS.

Designing to deliver our strategy based on relevance.

- Shared/common requirements will be prioritised to accelerate delivery and maximise impact for the most people
- Being data-driven requires coherent data models and high-quality data, which will take time to design, build, and implement
- Relevance and impact will be measured frequently through our user voice panels
- Analytics and other metrics will drive the areas of focus for continuous improvement

OUR STRATEGIC AMBITIONS FOR DIGITAL.

Building these capabilities on our foundations.

Data

Unified data model
Single customer view
Enables system modularity

Customer-centric

Design around personas
Content guardianship
Metrics and metadata

Content & platforms

Digital-first content
Enable crowd-sourcing

Hosting

Deliver global services
Run on cloud-like platforms
Proper high-availability

Automation & AI

Reduce cost-to-serve
Increase staff value-add
Built into data capabilities

Self-service

Digital operating model
Service design framework
Meeting customer needs



**MAKING BIG CHANGES
WITH "CUTOVERS"
WILL FEEL LIKE THIS.**

**WE NEED TO DELIVER
CHANGES INCREMENTALLY
TO KEEP THINGS RUNNING.**



SO WHAT CAN YOU EXPECT?

What we are delivering now (Q4 2023)

- Behind-the-scenes analysis and preparation work: as-is mapping and data cleaning
- Research field work (interviews and surveys), playback and refinement
- Tactical changes to make everyday experiences better on existing systems

The next two years (2024 – 2025)

- Wants and needs from research interpreted and played back to whole Institution
- Prototype designs, workflows, and experiences tested and refined with “user voice” panels
- Enterprise and information/data architectures designed and roadmap to implement underway

The next four years (2026-2027)

- Cumulative effect of incremental changes = big improvements
- Major overhaul of our digital footprint (website and portals) complete for most needs
- Legacy systems are all replaced, with basic integrations delivered for day one and longer-term plans

The next seven years (by 2030)

- Benefits of joined-up data and journeys are there for all to see and enjoy
- Second iterations of all solutions based on more research and user testing
- Digital adds significant value to the volunteer and membership experience

THANK YOU.

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Jake Fraser

Director of Digital,
Data, and Innovation

jake.fraser@imeche.org

[linkedin.com/in/jakefraser](https://www.linkedin.com/in/jakefraser)