

YMCA Relationships & Social Connectedness

T2 Member Innovation
Summit, May 14, 2025

James Warren
Founder and CEO
Share More Stories



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About Me And Why We're Here

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Improving CX Starts with EX

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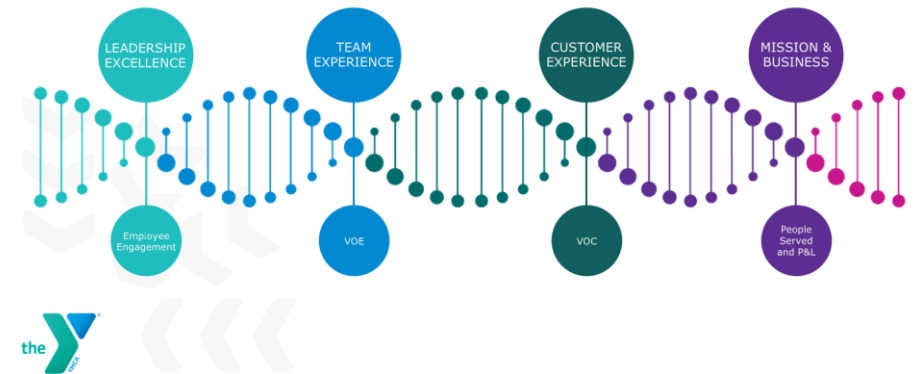
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CX is built on EX

Member and staff experiences are emotionally connected

We must listen to both with head (data) and heart (story)

OUR CHAIN OF EXCELLENCE



The Problem with Traditional Listening

Traditional methods tell us a lot about what's happening

But they often lack either depth or breadth

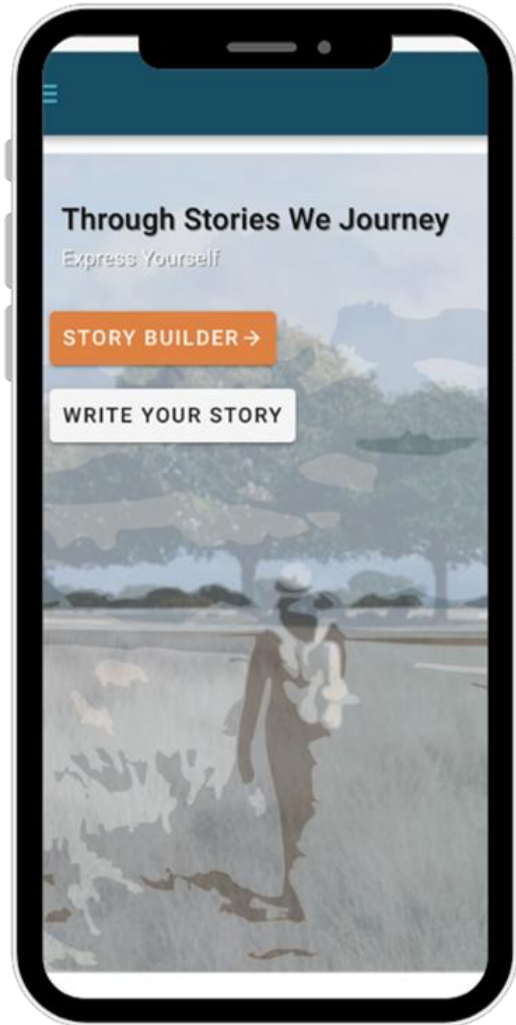
And they don't tell us the most important thing...
WHY

Surveys NPS	Focus Groups In-Depth Interviews	????
Who, What, When, Where	How	Why
Scalable, structured	Deep, unstructured	Qualitative depth, Quantitative breadth and rigor

Meet SEEQ!

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SEEQ = Stories to Engage, Explore and Question

Best of both worlds: scalable, quantifiable emotional insights through real stories

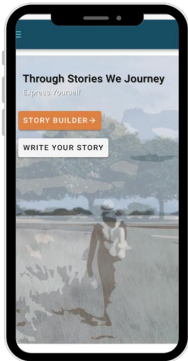
Focused on WHY to help organizations listen better and act smarter

SEEQ In Action

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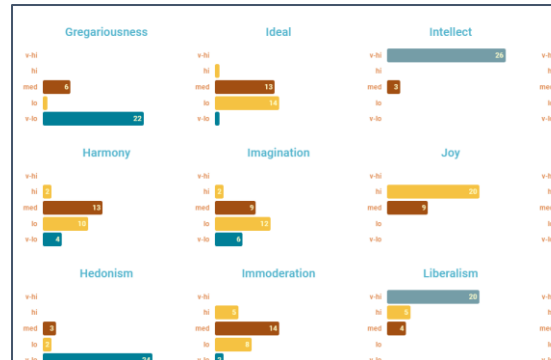
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ENGAGE



People share stories
(anonymously or not)

ANALYZE



Stories are scored for
emotion, theme,
mindset

ACT



Strategic insights and
engagement framework
quickly and iteratively

YMCA Richmond's Journey

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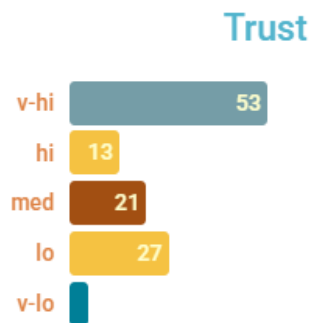
450+ stories collected from staff, members, donors, volunteers

Strategic and organizational changes reveal actionable linkage between EX, CX and Impact

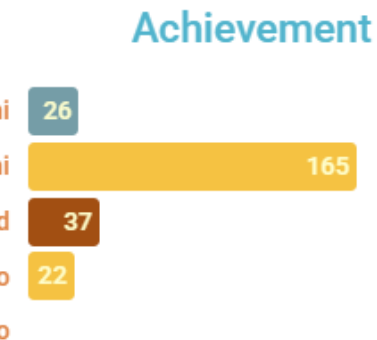
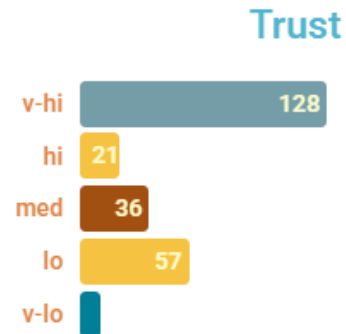
Belonging and trust are the bridge during change

2025-2030 VISION

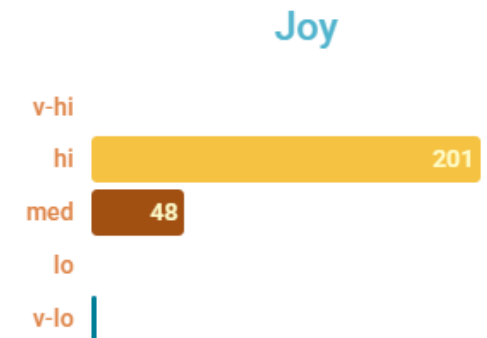
3 + **3** > **30% x 2030**
Impact Areas Engagement Opportunities Households Thriving



Employee
Experience



Customer
Experience



Why Relationships Matter Even More Now

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Relationships are central to the Y experience

They shape how people feel, grow, and belong

Social connectedness is now a national YMCA priority



What YOU Told Us About Relationships

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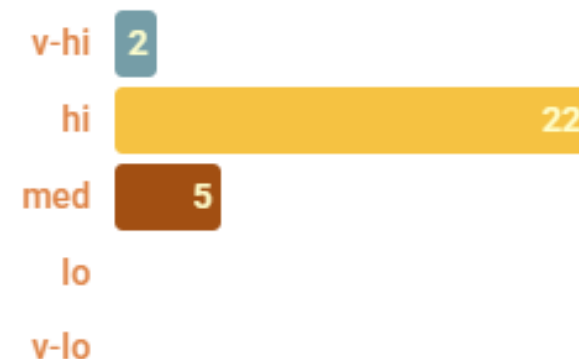
Pilot: 30+ leaders shared powerful, personal stories

Stories show the Y is both a platform *and* a relationship itself

The power of the Y lies in how people show up to ***do together***



Cooperation



Five Core Themes From YOUR Stories

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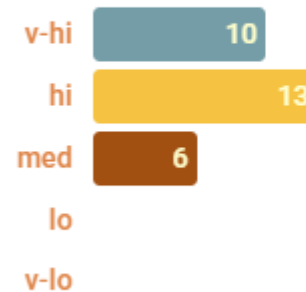
1. Relationships form through shared purpose
2. Belonging at the Y lasts across time and transitions
3. The Y is a safe, low-pressure space for authentic relationships
4. The Y strengthens the relationships that matter most
5. The Y helps people move from isolation to vitality



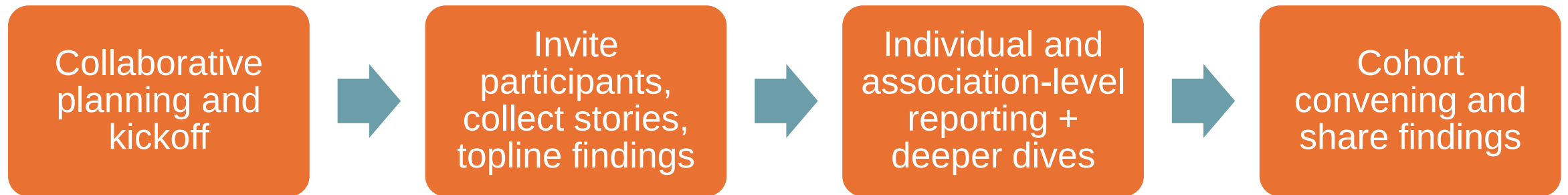
Sympathy



Self-Transcend



Engage and Explore Relationships at Your Y -- Together



An Opportunity to Collaborate, Learn and Innovate

Why This Matters For You and the Movement

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Participating Ys

Story collection + emotional insights

Custom CX/EX topline + report

Benchmarking and strategy support

Actionable themes, quotes, emotions

Together We Build

National benchmark + best practices

Relationship-centered CX framework

Cohort-based learning + collaboration

Scalable listening model for the Y movement

An Opportunity To Lead On Y Relationships and Belonging

Strengthen Relationships, Belonging and Social Connectedness at the Y

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Next Steps

1. Roundtables open today — let's explore!
2. We'll share the topline after the Summit
3. Co-create program design with us

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Stories to Engage, Explore and Question

