EO Masterplan Principles

Our why

Masterplan was born out of the need to ensure EO was set up to achieve our 2030 ambition.

How do we continue to enable transformational growth in the lives of our members as EO grows to 35,000 members and 95% retention?

How does the system continue to scale, adapt, and deliver this transformational experience at 40,000 members, 50,000 members, and beyond?

Masterplan is about building an organization capable of delivering on that ambition for years to come.

The principles guiding the final design

The Board has aligned around four core principles, and they are the foundation for every conversation and design decision to date.

1. Strengthen chapters as the primary engine of member value

We are designing for chapter health.

Chapter health is global health, and our chapter health metrics are the primary standard for measuring global success.

The model is creating greater clarity around how chapter health metrics are set, how they are monitored, and which bodies are accountable for results.

2. Develop structures and standards that enable us to ensure a more consistent member experience globally

Members anywhere in the world can trust that the core EO experience reflects a shared standard of quality, while also preserving the local flexibility that makes EO unique.

We call this Fixed, Flex, and Freestyle.

- Fixed: These are must-haves that make EO, EO
- Flex: approved approaches that adapt to local context
- Freestyle: space for hyperlocal, bottom-up innovation

3. Clarify roles, responsibilities and decision rights between volunteer leaders and staff

EO remains a member-led organization.

The goal is to make it easier for members to lead, staff to execute, and both to work together with trust and accountability.

4. Ensure that the operating model we build is scalable to accommodate steady growth

Our operating model and support structures can scale alongside membership growth.

EO is looking at the capabilities, support, and expertise required to serve chapters and members effectively at 20,000, 30,000, and even 50,000 members. This includes assessing which run functions benefit most from strategic member input and which are primarily operational in nature and require only professional staff to drive execution.