

Emma Thompson

Royal College of Surgeons of England

Need a fresh perspective to kick-start continued growth?

I was approached by the Royal College of Surgeons of England to undertake a feasibility study to look at the current categories of, and routes to, membership, the packages of services offered and to see how these compared with other Surgical Colleges and professional membership-based organisations.

The task began with a review of the trends in the medical profession and what that meant for the College using a mixture of interviews and desk research. One benefit of the exercise was a paper summarising the big picture which could be used for future decision-making.

The final report for Trustees suggested possible changes to the current membership arrangements which would make them fit for purpose, identified marketing opportunities and highlighted the legal and financial implications of the proposals for the College to inform the implementation stage of the project.

'Emma has excellent research skills and an analytical approach. She will manage any project in a committed and dynamic way.'

Deborah Spraggon, General Manager's Office

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