

# Assessing Membership Motivation Factors of the Aviation Valley Cluster in Poland



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# AGENDA

- Why some clusters cooperate well
- How does it really work – research results
- Recommendations



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# START

HOW GREAT LEADERS INSPIRE  
EVERYONE TO TAKE ACTION

# WITH

SIMON SINEK

# WHY

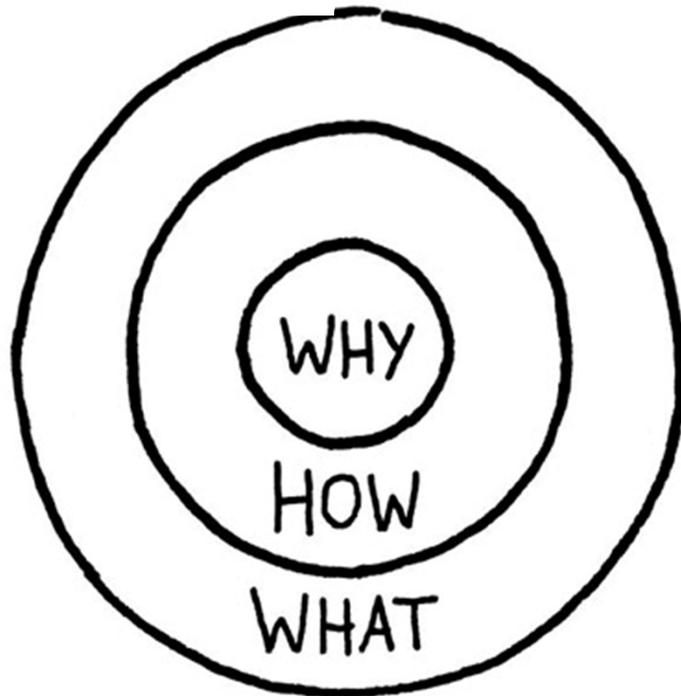
WITH A NEW  
PREFACE  
AND  
AFTERWORD



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## **Why = Purpose**

What is your cause? What do you believe in?

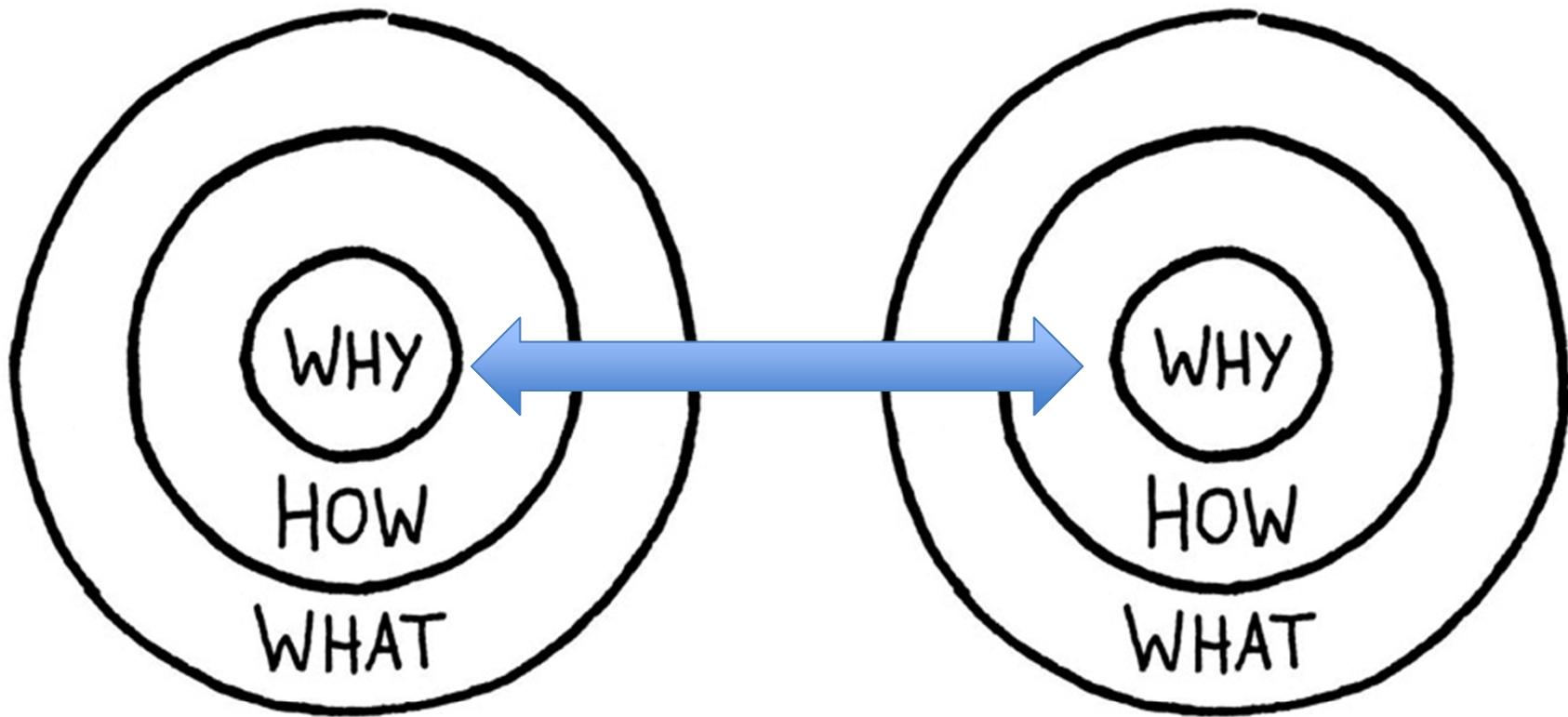
## **How = The Process**

Specific actions taken to realize the Why

## **What = The Result**

What do you do? The result of Why. Proof

# Why some organizations succeed



Organization

Member



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Trust  
Loyalty  
Cooperation



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# What we wanted to find out?

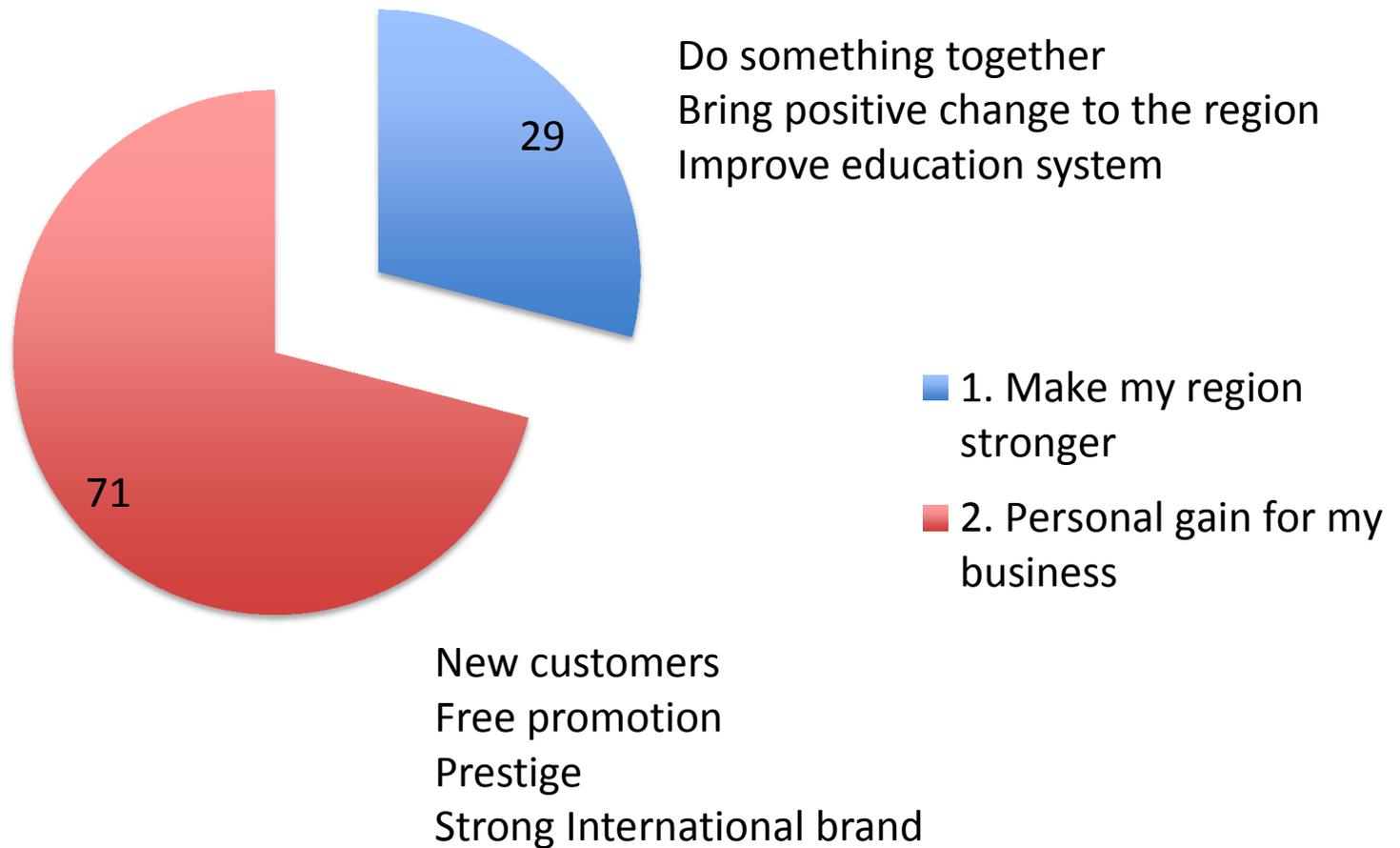
- What is the purpose of the cluster?
- Why is your company in the cluster?
  
- 24 interviews with CEOs of cluster' member companies



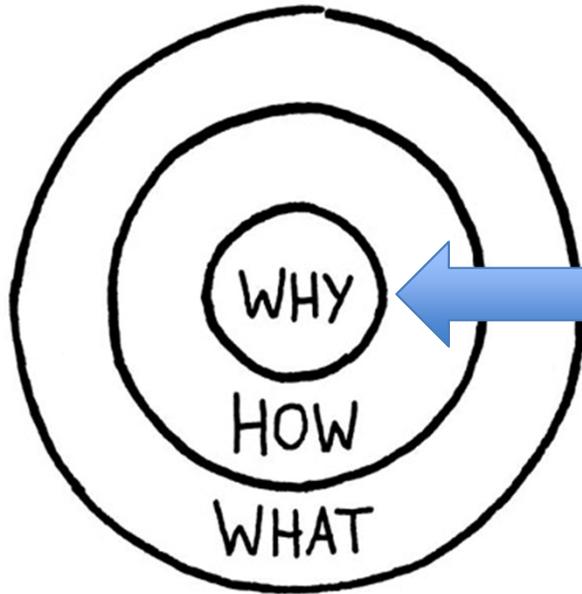
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# Results

## Why are you a member in the cluster?

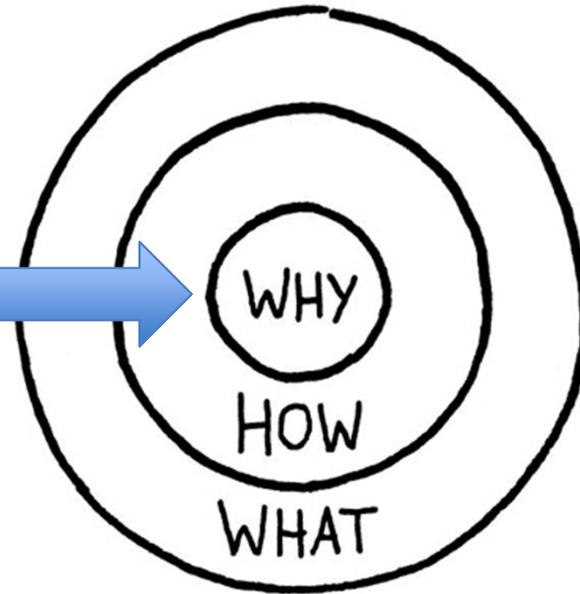


## Aviation Valley



Build leading  
Aerospace industry  
region

## Member A

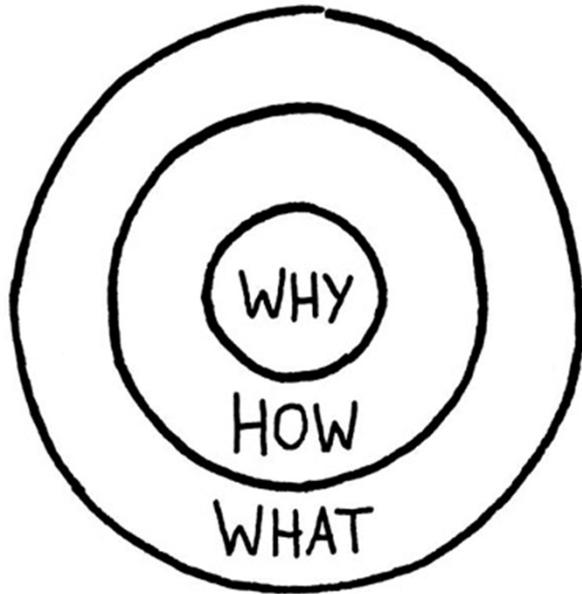


Leave a mark in  
region

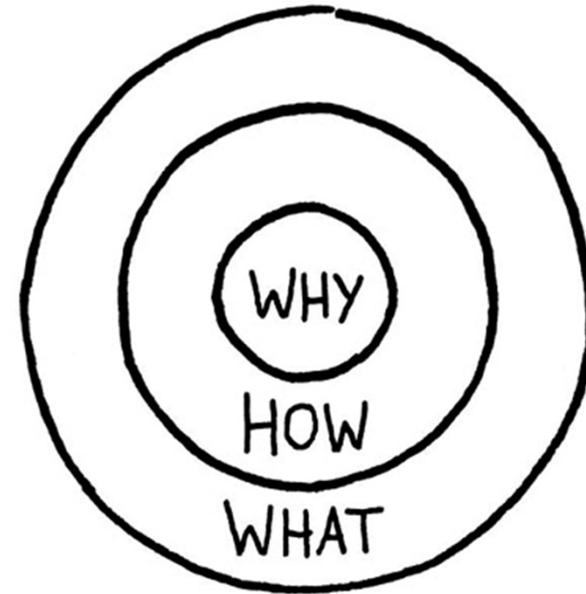


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Aviation Valley



Member B



Build leading  
Aerospace industry  
region

Get 5 new clients

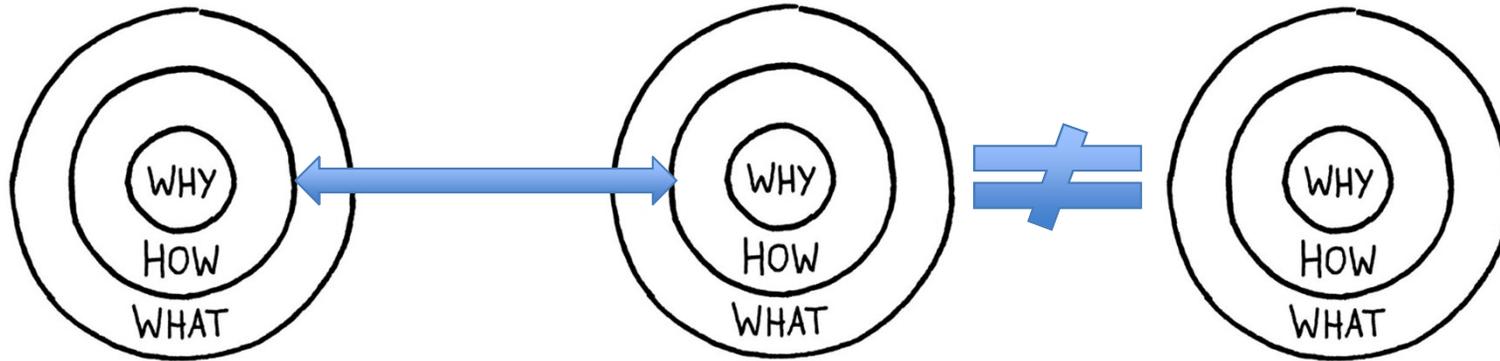


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Member A

Aviation Valley

Member B



Leave a  
mark in  
region

Build  
leading  
Aerospace  
industry  
region

Get 5 new  
clients



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# Impact on the cluster

## What is working well?

- Joint PR actions
- Joint marketing
- Strong brand
- Lobbying
- Initiating joint research projects

## What is weak?

- Trust building
- Cooperation
- Building strong supply chain
- Group purchasing
- Other joint initiatives



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# Effective Cluster

- Clearly defined purpose of existence
- Transparent Values and principles
- Aware = members know why they are inside
- Coherent = members are there for same reasons



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# Interesting?

Follow our progress at  
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