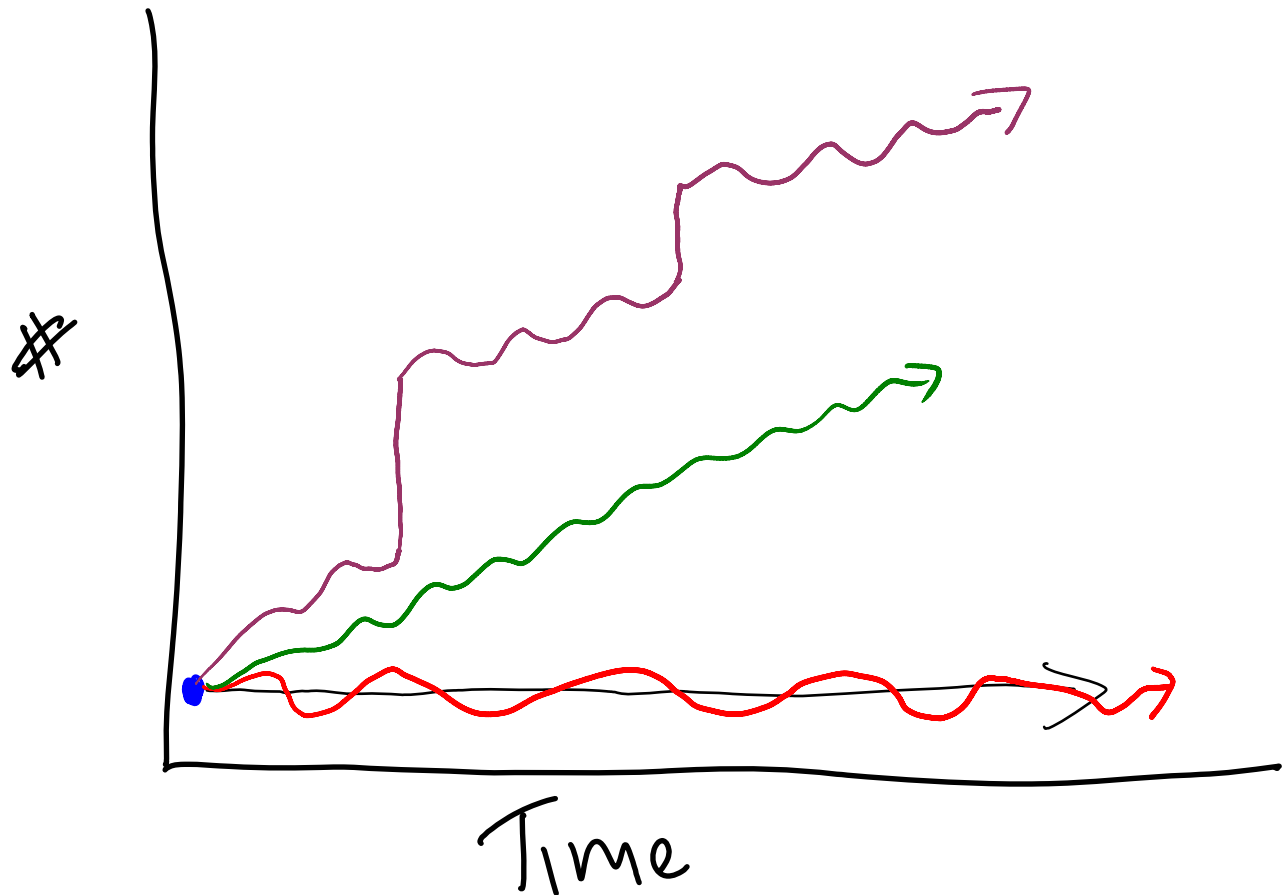


Draft sketch: thinking about members and member needs as dynamic and over time, rather than static.



~ = dynamic



Members as a static idea, without change



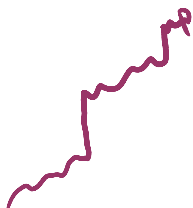
At a minimum think of members on a time continuum



Members in time, with change built in... might be external (what's happening in the world? Or internal (member needs change)



Same as above but more members over time. (some you don't even know!)



Same as above but growth in members is not incremental... leaps based on projects, new stores, etc. (some you don't even know!)