Leading Change

Insights on trends that could lead to growth … or extinction

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What CHANGES in the world around us may require us to ADAPT?

NOT a Darwin quote – An association journal quote!
Trend: Business Model Disruption
Evolutions in Associations

Diversification of revenue sources.

Growth of online and digital engagement opportunities.

Innovation in meeting and learning formats.

New membership models that serve different members differently.
Typical Levels of Volunteer Engagement
Typical Levels of Volunteer Engagement

None
69.9%
Typical Levels of Volunteer Engagement

- Governance 6.8%
- Committee 7.8%
- Ad hoc 15.5%
- None 69.9%
Value of Engagement

No Volunteer Role

- Detractor: 29%
- Passive: 32%
- Promoter: 40%
Value of Engagement

- Detractor: 29% (No Volunteer), 20% (Ad hoc)
- Passive: 32% (No Volunteer), 34% (Ad hoc)
- Promoter: 40% (No Volunteer), 47% (Ad hoc)
Value of Engagement

- No Volunteer Role
  - Detractor: 29%
  - Passive: 32%
  - Promoter: 40%

- Ad hoc Committee
  - Detractor: 20%
  - Passive: 34%
  - Promoter: 47%

- Committee
  - Detractor: 12%
  - Passive: 27%
  - Promoter: 61%
Value of Engagement

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<td>29%</td>
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<tr>
<td>Board</td>
<td>13%</td>
<td>22%</td>
<td>66%</td>
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Trend: Now, now, now

When do you need it?

Credit: Dan4th Nicholas on Flickr
wasting timeline

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1960s

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1970s

1980s

1990s
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2000s
I'm eating soup!
Yay soup!!

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wasting timeline

1960s

1970s

1980s

1990s

2000s

now

© John Atkinson, Wrong Hands

I'm eating soup!
Yay soup!!

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## Instant Access

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We may be moving to a world of networks well led, as opposed to organizations well managed.

Jim Collins, May 29, 2012
Inc magazine
"A good reputation is worthier than a golden belt."

French Proverb

Source: http://www.quotescover.com
ZMOT
Winning the Zero Moment of Truth
MOBILITY MEANS...

DEVICES

PEOPLE

INFORMATION

PROCESSES

BEHAVIOR

It goes far beyond devices...

People are more mobile, living in more places, and doing work everywhere.

Processes are mobilized and move information & work to the ‘edges’

Transforming behaviors during work. And play.

Credit THINK on Slideshare: 5 principles shaping mobility in Financial Services
Addressing Mobile

Personal Reminders

GlowCaps flash and play a ring-tone so you don't forget. They even call your home phone.
Addressing Mobile

Personal Reminders
1. GlowCaps flash and play a ring-tone so you don't forget. They even call your home phone.

Pharmacy Coordination
3. GlowCaps order refills from your pharmacy.
Addressing Mobile

1. **Personal Reminders**
   - GlowCaps flash and play a ring-tone so you don't forget. They even call your home phone.

2. **Pharmacy Coordination**
   - GlowCaps order refills from your pharmacy.

3. **Doctor Accountability**
   - Each month, GlowCaps send you and your doctor a printed report with incentives if you exceed compliance goals.
Addressing Mobile

Design with mobile in mind

Think mobile first

Think “mobile” throughout
VIDEOKILLED THE RADIO STAR
THE FUTURE CANNOT BE PREDICTED, BUT FUTURES CAN BE INVENTED.

<<DENNIS GABOR>>

Credit: kiwania on instagram
What to do?

• Foster a culture which considers trends
• Seek to understand trends & build capacity
• Tap into your networks and members to get ideas and feedback
• Be comfortable that not every experiment will be successful
• Purposefully abandon to create space
You are a leader at the crossroads. What questions can we help you explore to determine your future directions?
Thank you!

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ASAE: The Center for Association Leadership

Email: gmelia@asaecenter.org