

Leading Change

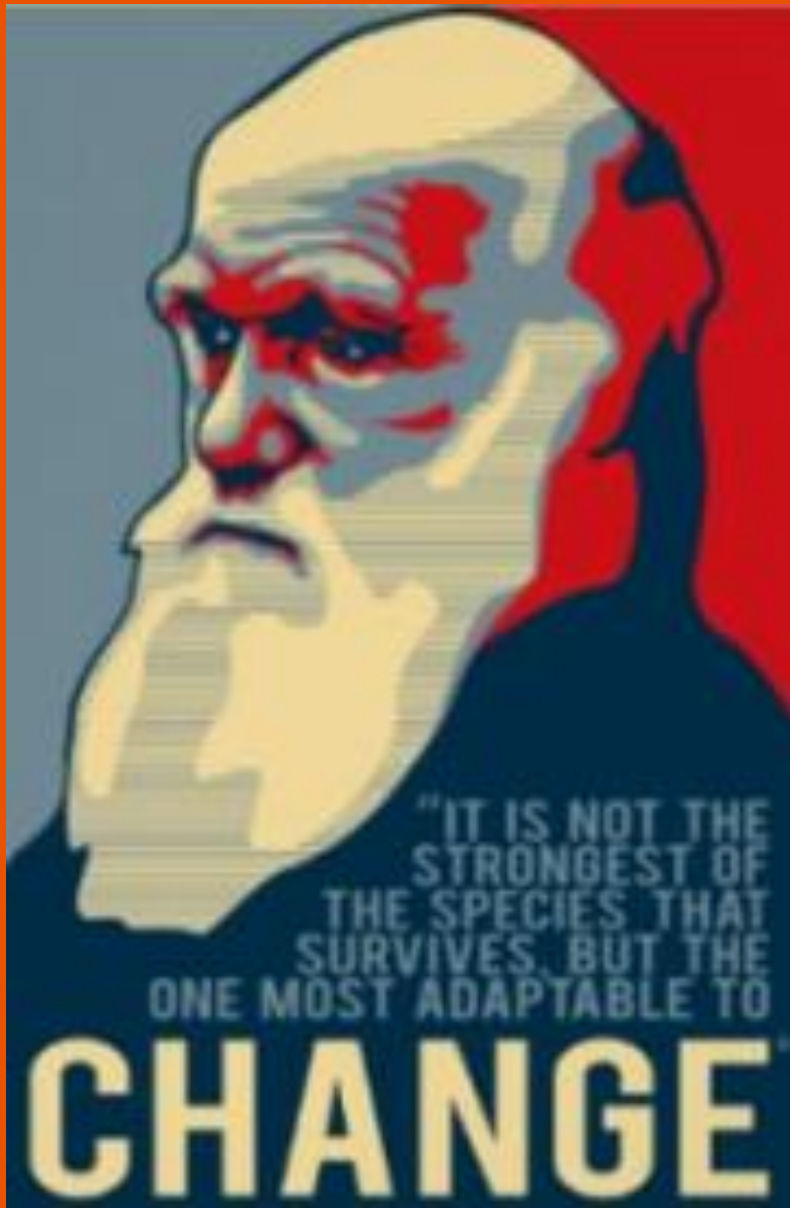
*Insights on trends that could
lead to growth ... or extinction*

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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



Thaesis



Credit: Ouke Arts on Slideshare: 10 Disruptive Business Models

Evolutions in Associations

Diversification of revenue sources.

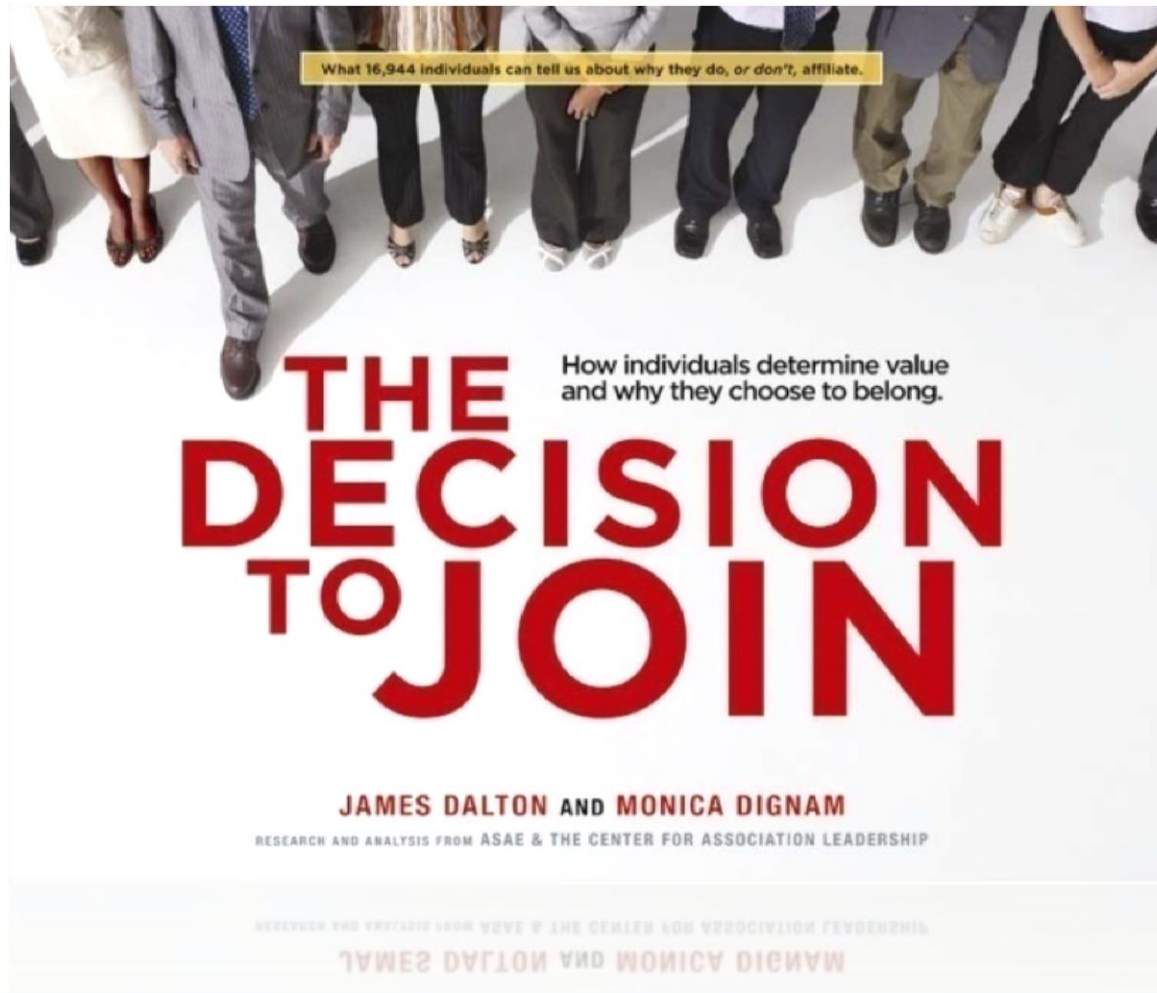
Growth of online and digital engagement opportunities.

Innovation in meeting and learning formats.

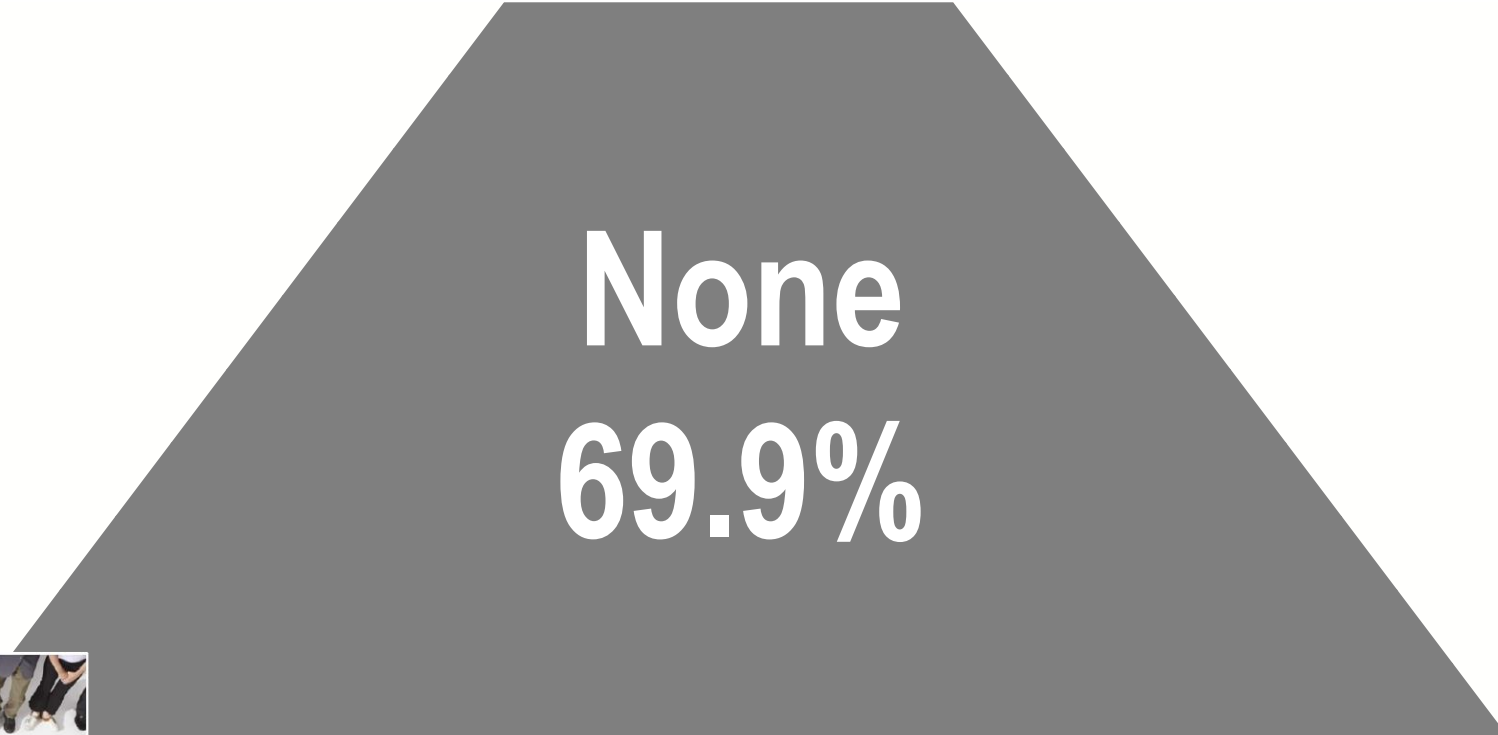
New membership models that serve different members differently.

**WHAT IS
ENGAGEMENT?**

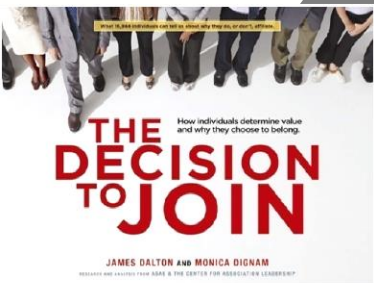
Typical Levels of Volunteer Engagement



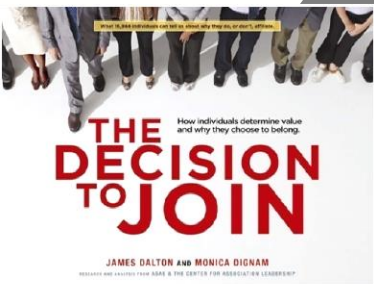
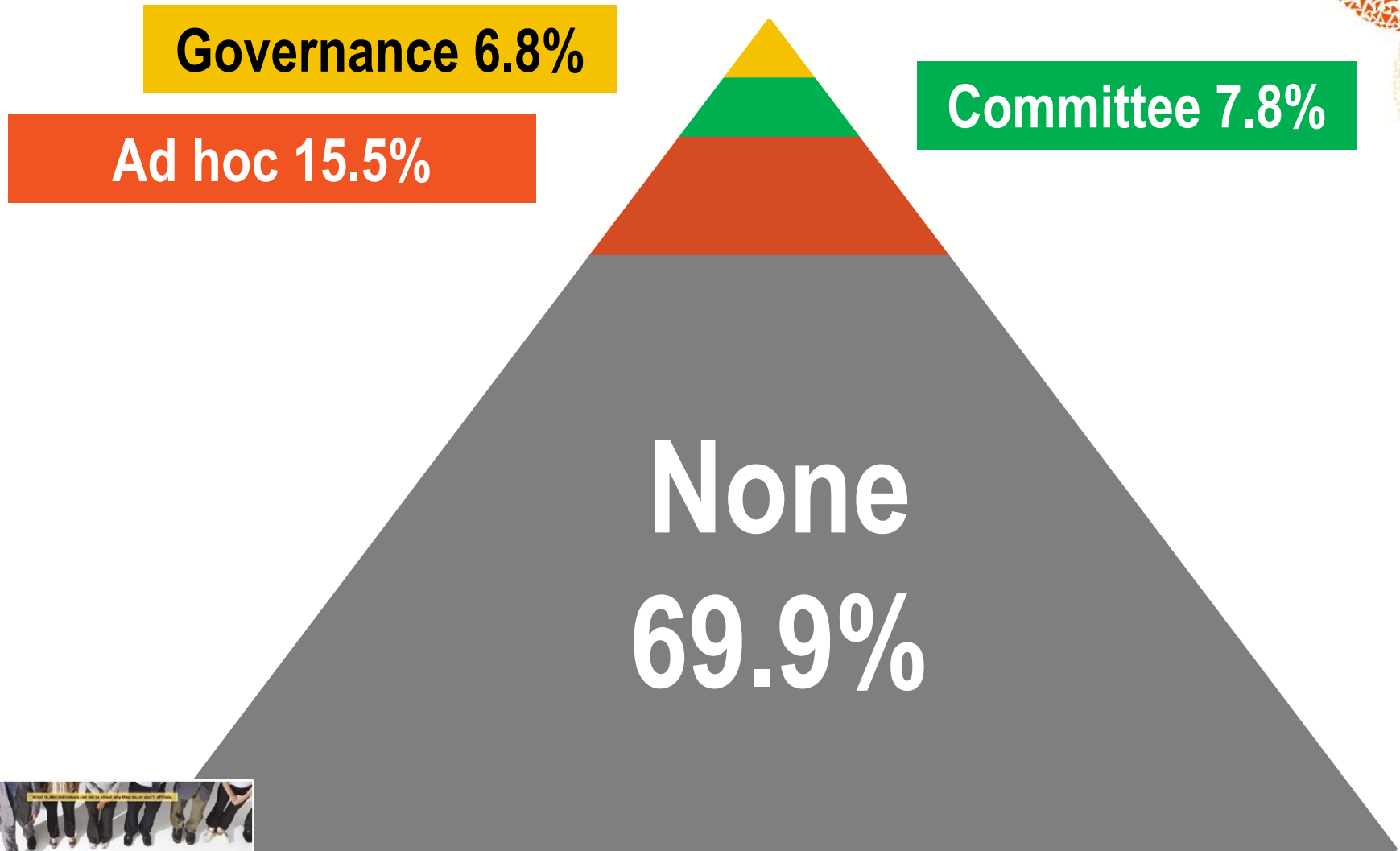
Typical Levels of Volunteer Engagement



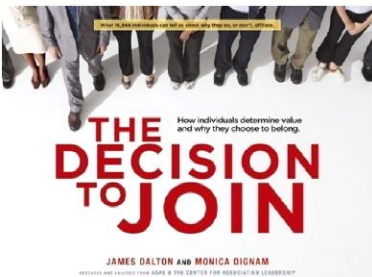
None
69.9%



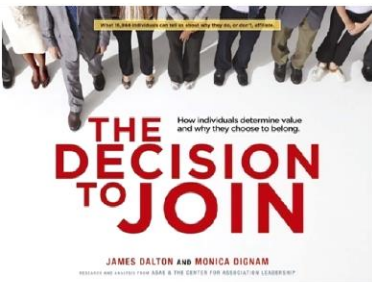
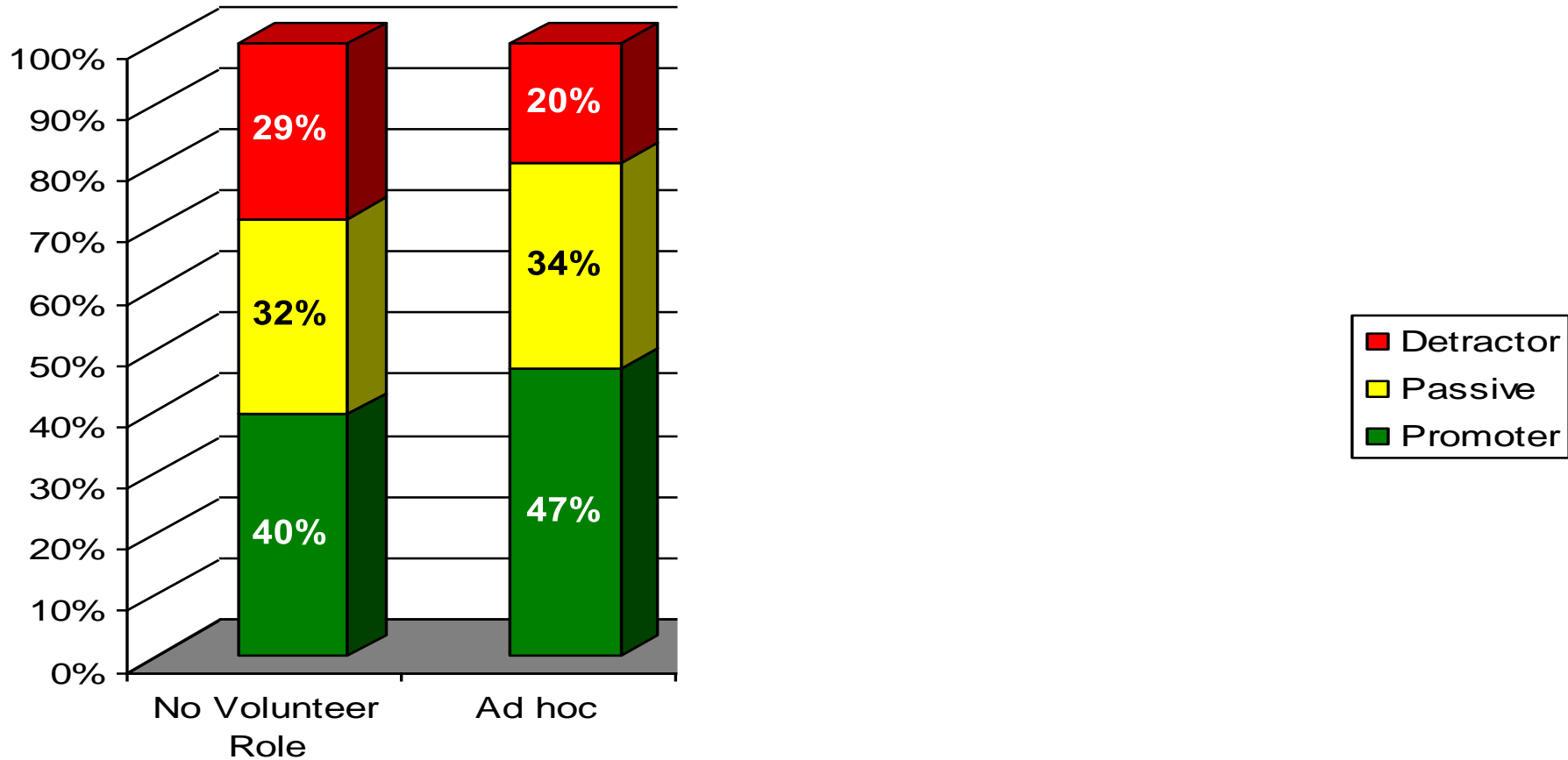
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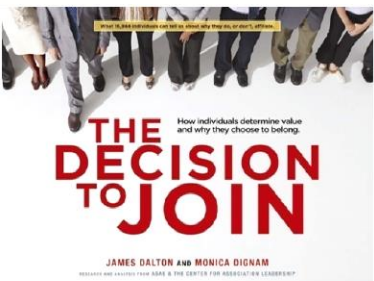
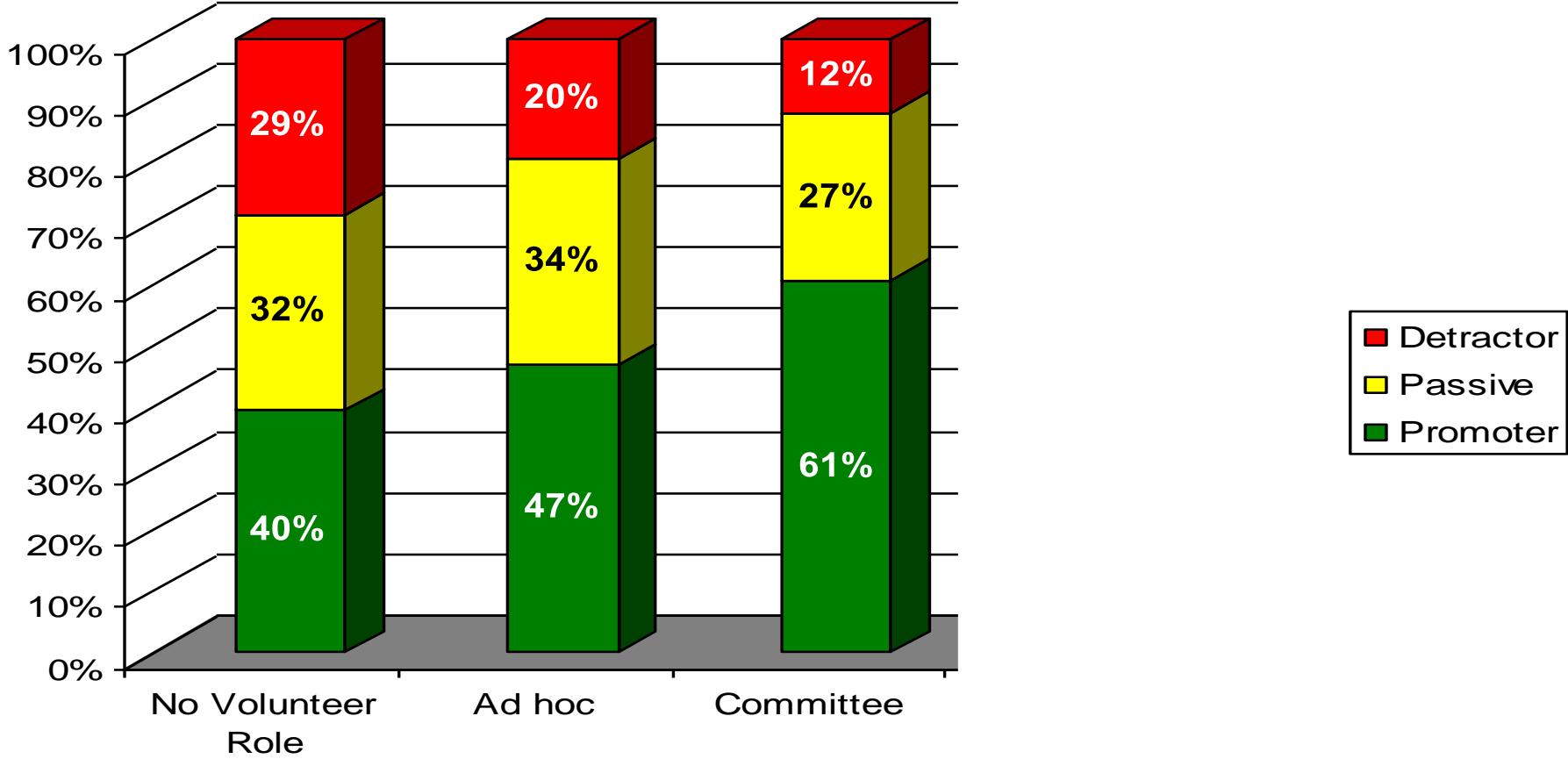
Value of Engagement



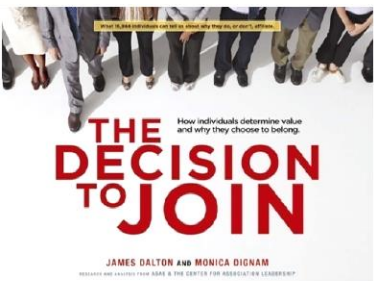
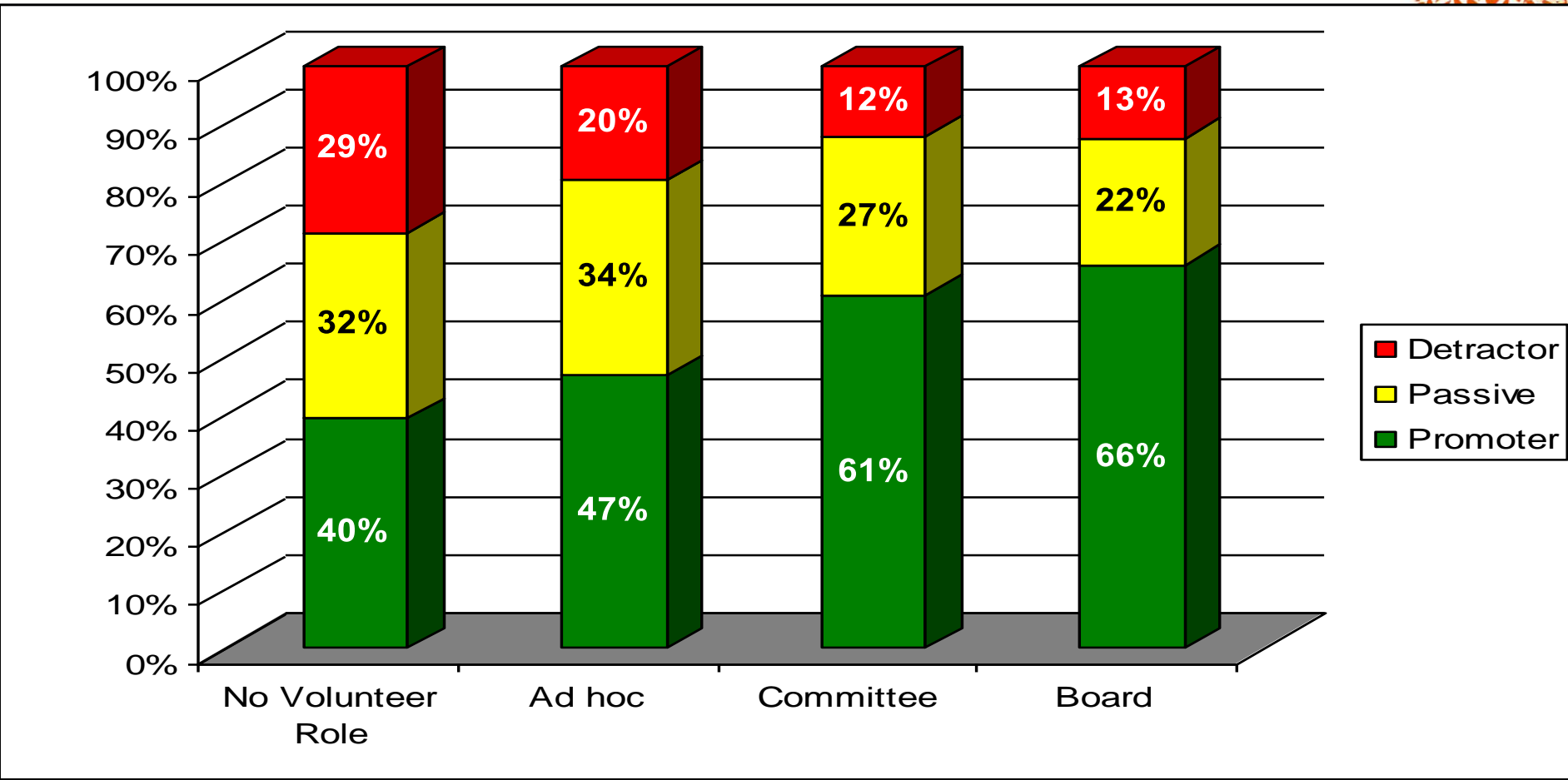
Value of Engagement



Value of Engagement



Value of Engagement



Trend: Now, now, now



Credit: Dan4th Nicholas on Flickr

wasting timeline



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wasting timeline



1960s

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1970s

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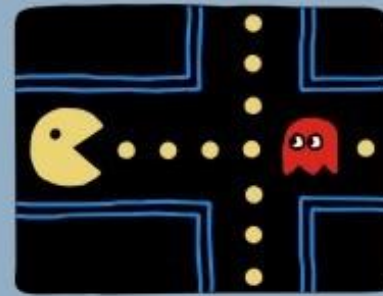


1960s

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1970s



1980s

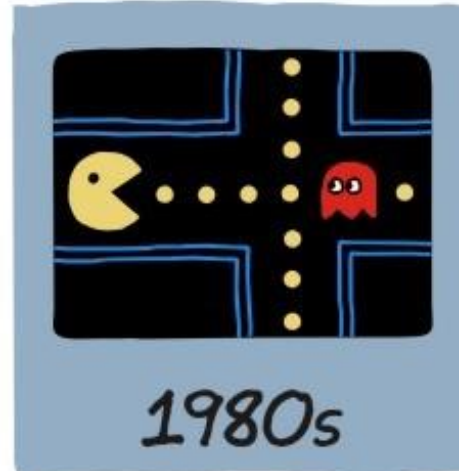
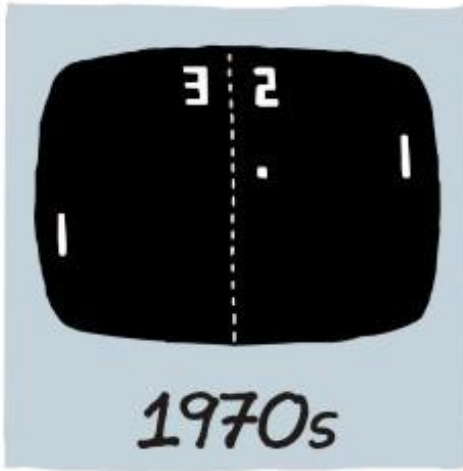
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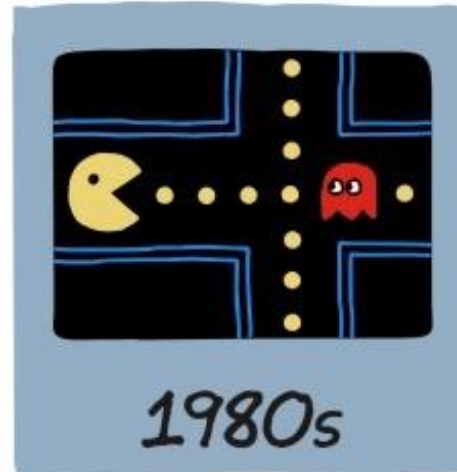
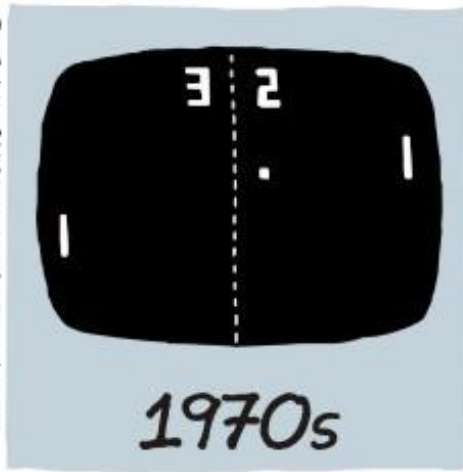
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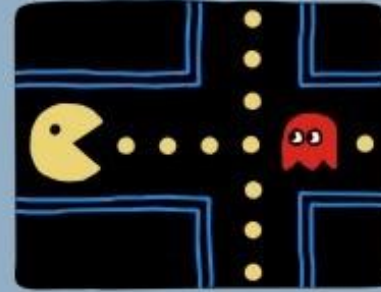


1960s

@John Atkinson, Wrong Hands



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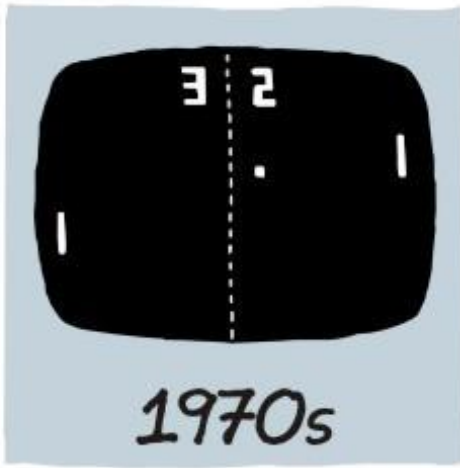
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wasting timeline

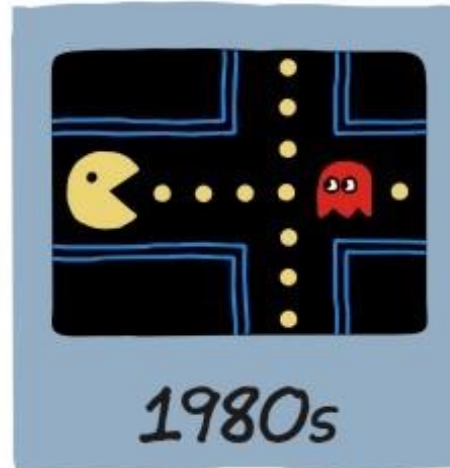


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2000s

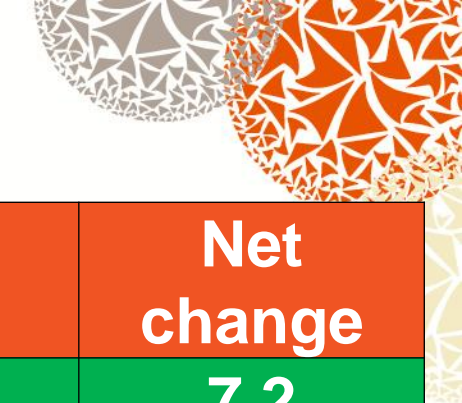
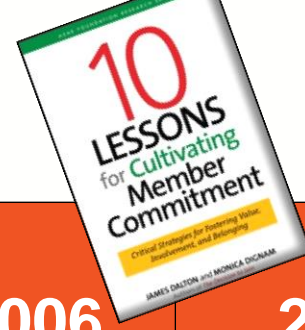


now

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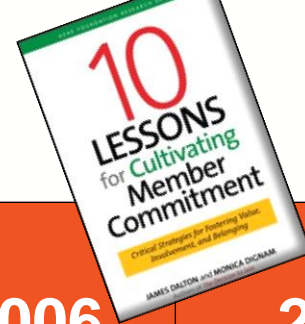
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Instant Access



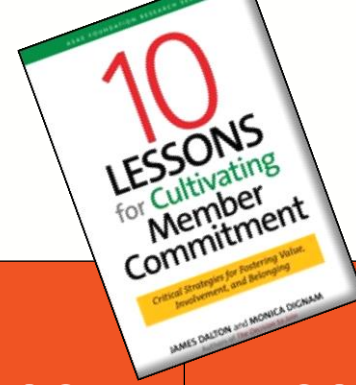
	2006	2011	Net change
Social media	n/a	7.2	7.2
E-newsletters	52.3	57.4	5.1
Communities of practice	11.9	14.6	2.7
Blogs or podcasts	2	4	2
Internet searches	17.6	18.7	1.1
Peer networks	12.5	13.1	0.6
Association website	47.2	45.4	-1.8
Print newspapers	3.3	3.4	0.1

Instant Access



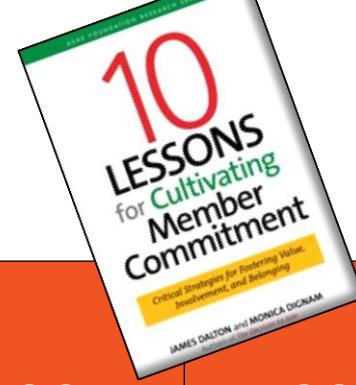
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Print newspapers	3.3	3.4	0.1
General interest magazines	4	3.4	-0.6
Other print sources	6.7	6	-0.7
Conferences/meetings	53.3	49.5	-3.8
Magazines/Journals	63.6	50.8	-12.8

Formally Edited



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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>

Z M

O T

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.



Addressing Mobile



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.

The infographic is set against a dark blue background. It features two circular dashed orange lines. The top circle is labeled with a large blue '1' and contains text about reminders, a glowing cap icon, and a telephone icon. The bottom circle is labeled with a large blue '3' and contains text about pharmacy refills and a pill icon. A large glowing cap is shown on the right side of the infographic.

Addressing Mobile

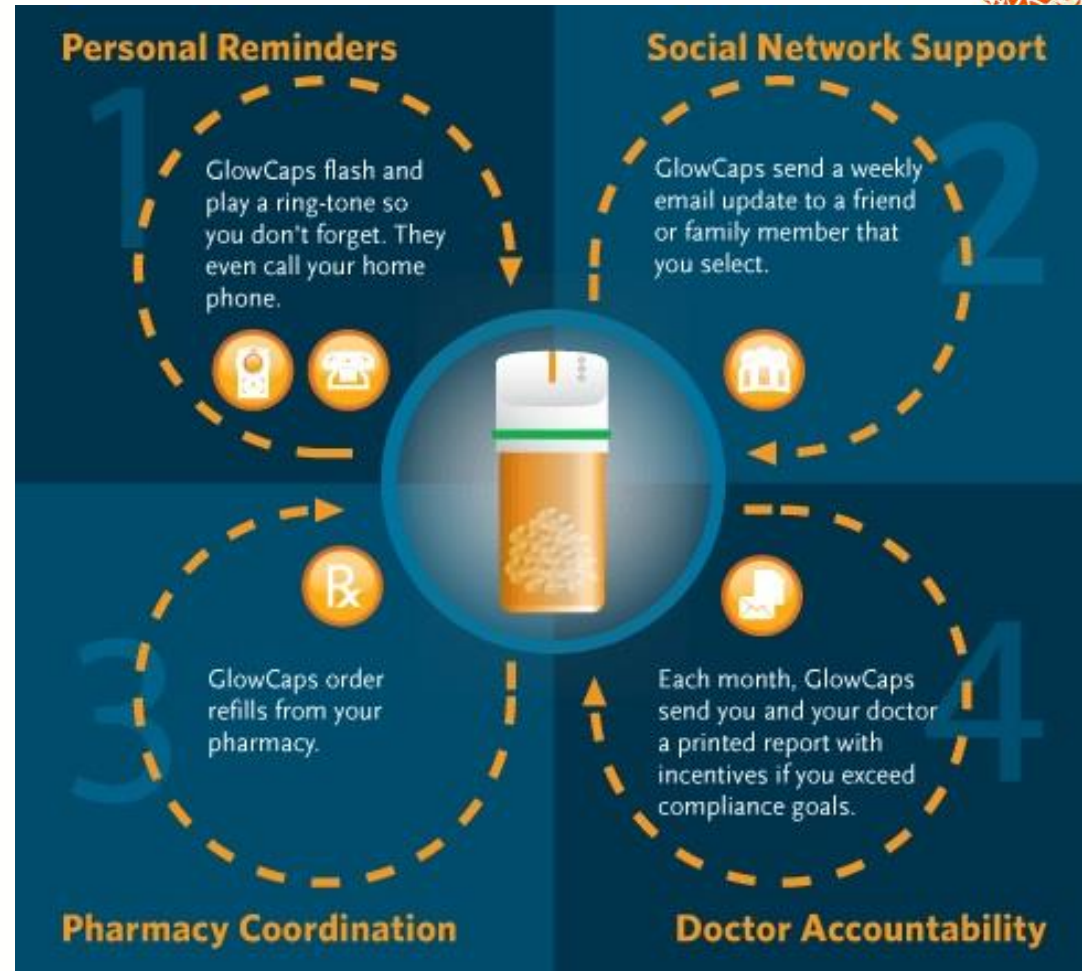


Addressing Mobile

Design with
mobile in mind

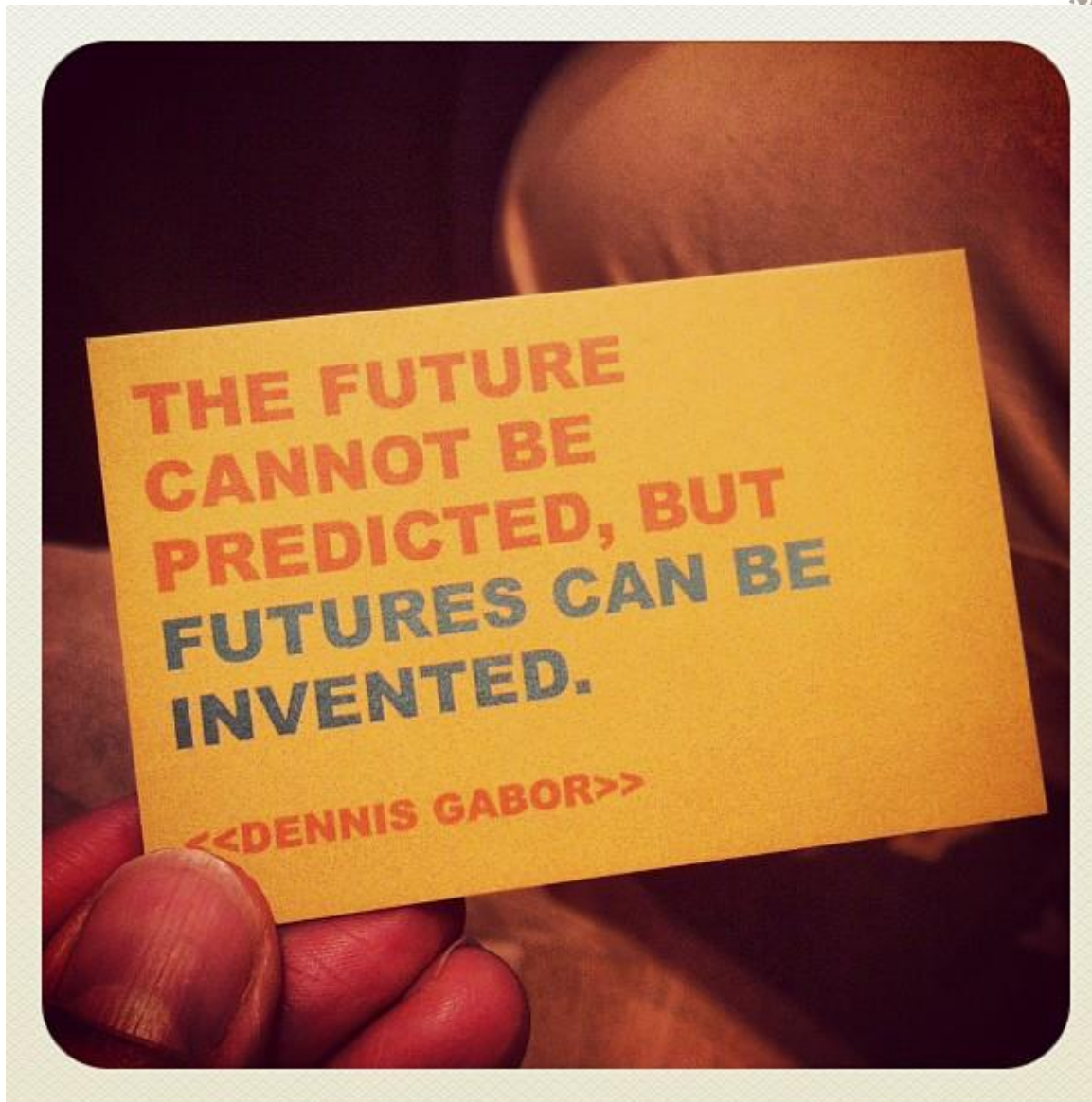
Think mobile first

Think “mobile”
throughout



**VIDEO
KILLED
THE
RADIO
STAR**

A pair of dark sunglasses is positioned diagonally across the word "THE" in the text. The sunglasses have a classic design with dark lenses and a thin frame. The background is a solid, bright yellow color, and the text is in a bold, black, sans-serif font.



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



Photo credit
Superstar Brett Keane
on YouTube

**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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