



digitalNOW

The logo features the word "digital" in a white sans-serif font and "NOW" in a blue sans-serif font. Above the "NOW" is a blue icon of a swimmer. The entire logo is centered within a circular graphic composed of concentric rings and radial lines, set against a dark blue background with a subtle pattern of concentric circles.

# Innovation Readiness: How do you Rank?

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# Innovative Companies

What for-profit companies do a good job at innovation?

Why?

# Innovative Associations

What non-profits or associations do a good job at innovation?

Why?

# Are you ready?

If you are designing an association to fail at innovation, what would it look like?’

(eg, governance, staff structure, decision making, communication, culture, budgeting, culture, membership structure, strategy)

# Share ideas

Hmmm... how much of that do we do now  
anyway?

# Innovation Definition

“... a process that effectively generates and applies creative ideas to achieve objectives.”

There are certain traits that define a “culture of innovation.”

# What keeps us from innovating more?

- Things work fine
- History
- Complex organizational structure
- Bureaucracy
- Members have a vote
- Conservative – low tolerance for risk
- CULTURE
- Diffuse leadership authority
- Unwilling to commit resources



# Story of the WSAE Innovation Task Force

- CEO Roundtable – 2009
- Studied for profit innovations and processes
- Identified principles present
- “Rated” associations against these – good and bad
- Summarized evidenced-based principles in the White Paper 2011
- Intent to generate discussion – work in progress

# Principles of Innovation

- Culture driven from the top
- Commitment of Resources to the Process of innovation
- Understanding the Mind of the Community
- Freedom to Experiment

# What to do?

- What is the most important question you have about how to make innovation happen in your association?

# Innovation Self-Assessment

<http://tinyurl.com/wsaeinnovates>

<http://innovation.conferencespot.org>



Sept 14-15, 2011  
Madison, Wisconsin

National Leadership Summit on  
Association Innovation



a brainchild of the Wisconsin Society of Association Executives

Print

**Your score: 77.083333333333%**

0-25% – Innovation does not exist in my association.

26-50% – Innovation exists, but there is no defined process for how innovation will occur.

51-75% – Innovation exists, there is a process for how innovation will occur, but it is not resourced appropriately or it is not working properly.

76-100% – Innovation exists, there is a process for how innovation will occur, and the process is appropriately resourced and working properly.

### Compare yourself with other respondents:

#### PROCESS

**Your Process Score: 13/16**

**Average Process Score:**

Statistic	Value
Mean Score	9.41

#### CULTURE

**Your Culture Score: 12/16**

**Average Culture Score:**

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a brainchild of the Wisconsin Society of Association Executives

Online Community

The Innovation Model

Participants

My Contacts

Already a member? [Sign In](#)

## Welcome!

The Innovation Hub for Associations is an online community of professionals dedicated to creating an evidence-based model of innovation for associations. Using the strategies and tools developed and tested by the community, participating association professionals can continually move their organizations towards more innovative operation.

If you're ready to get serious about innovation, please [VIEW THIS INTRODUCTION](#) then [join our community](#), **take your Readiness Assessment**, [share your ideas](#), learn, and help create the definitive resource on innovation for the association industry.

Search by name, tag or description

Search

## Recent Conversations (10 total)

[view all](#)

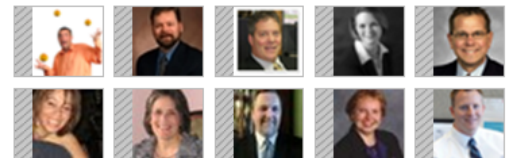
- All: Innovation Article in MJS** (2) 4:10 AM  
"Thanks for sharing, Lani. Another great lesson from the story is to keep your innovations closely tied to the
- Culture: Suggest a New Strateg...**: [Champions of Change](#) (3) 3:47 AM  
"Do you think we need a discussion space for change models like this?"
- All: Introductions** (7) Apr 4  
"David McKnight CEO Omnipress – 65 team members, serving over a thousand Associations for 30 years on
- Culture Strategy Area: Underst...**: [Leadership and Innovation](#) (4) Mar 16  
"Thanks for the response, Eric! I agree particularly with your point regarding position in the organization
- All: How to Get Started** (1) Mar 15  
"Welcome, everyone, to the Innovation Hub for Associations. I hope that you'll all start exploring the site and
- All: Tweeting about Innovation** (1) Mar 15  
"We have established a hashtag for the Innovation Hub site... #innovationhub ...share the conversation. Let

Anyone can join the Innovation Hub for Associations community:

[Join the Community Now](#)

## Recent Rsmps

[view all](#)



## Leaders

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**MARCUS**  
HOTELS & RESORTS



MILWAUKEE'S NEW  
1,257 ROOM HOTEL

[SEE DETAILS](#)

# innovation for associations

## White Paper

The Innovation for Associations initiative grew in early 2010 from discussions held during a monthly association CEO roundtable in Milwaukee. The group quickly evolved into the WSAE Innovation Task Force, charged with defining an evidence-based model of innovation for the association community. Inspired by the dedicated, defined and resourced "innovation function" that exists in many for-profit companies, the task force authored a [White Paper](#) that defines the principles of innovation shared by these organizations and identifies the barriers and opportunities for adopting them in the association environment.

The White Paper is endorsed by the following groups:



## Innovation Hub

The work of the task force is now focused on spearheading a national conversation on innovation in the association community, using the definitions and concepts outlined in the white paper as the framework.

# innovationhub for associations

Also launched is an online discussion forum, the [Innovation Hub for Associations](#), where innovation strategies aligned with the white paper's levels of innovation readiness can be proposed, discussed and validated.

WSAE plans to use the output of this online community to frame a National Summit on Association Innovation, to be held in conjunction with the next WSAE Annual Educational Conference on Sept. 15, 2011. This summit will provide an opportunity for participants to both advance the evidence-based model of innovation being created and develop



# Association Roadmap to Innovation

- **Culture** shift
- **Process**
  - Develop precise strategy
  - Create diverse teams
  - Move quickly
  - Decision making to select the best ideas
- **Resources**
  - Employee schedules, money, leadership to support it

# Maximize Association Assets

- Direct access to the mind of our community – members, vendors, partners
- Diverse teams and team-based decision making
- Stewardship position for your profession or industry

# Accountability

What is your next step?

## MISSION

The mission of the Wisconsin Society of Association Executives (WSAE) is to serve as a forum where the association community thrives and grows.

## VISION

WSAE is the organization of choice for association innovation and leadership.

## VALUES

WSAE advances the following organizational values:

### INCLUSION.

Diversity includes multiple stakeholders and perspectives in activities and decision processes

### OPTIMAL PERFORMANCE.

Transparent, innovative and adaptive practices, using data-driven strategies to identify and provide member-centric initiatives

### ALLIANCE BUILDING.

Collaboration and engagement with individuals and organizations that share common values

### PASSION.

Excitement for the future and the potential for members and the profession

## COMMITMENT TO INNOVATION

WSAE is committed to these principles of innovation:

### CULTURE.

Develop and sustain cultures of innovation in the association community

### PROCESS.

Develop and maintain an effective process for innovation that understands the needs of the community to help it thrive and grow

### GROWTH.

Experiment with new ideas and create an environment where self-directed professional growth can be best achieved

## CORE COMPETENCIES

WSAE leverages these core competencies to advance our mission:

### LEADERSHIP.

Recognize the leadership potential of all generations and provide pathways to advance and assume leadership roles

### KNOWLEDGE.

Through a forum of professionals, provide learning and knowledge-building opportunities for members and the profession

### RESEARCH.

Analyze, share and apply environmental information and successful practices in association management

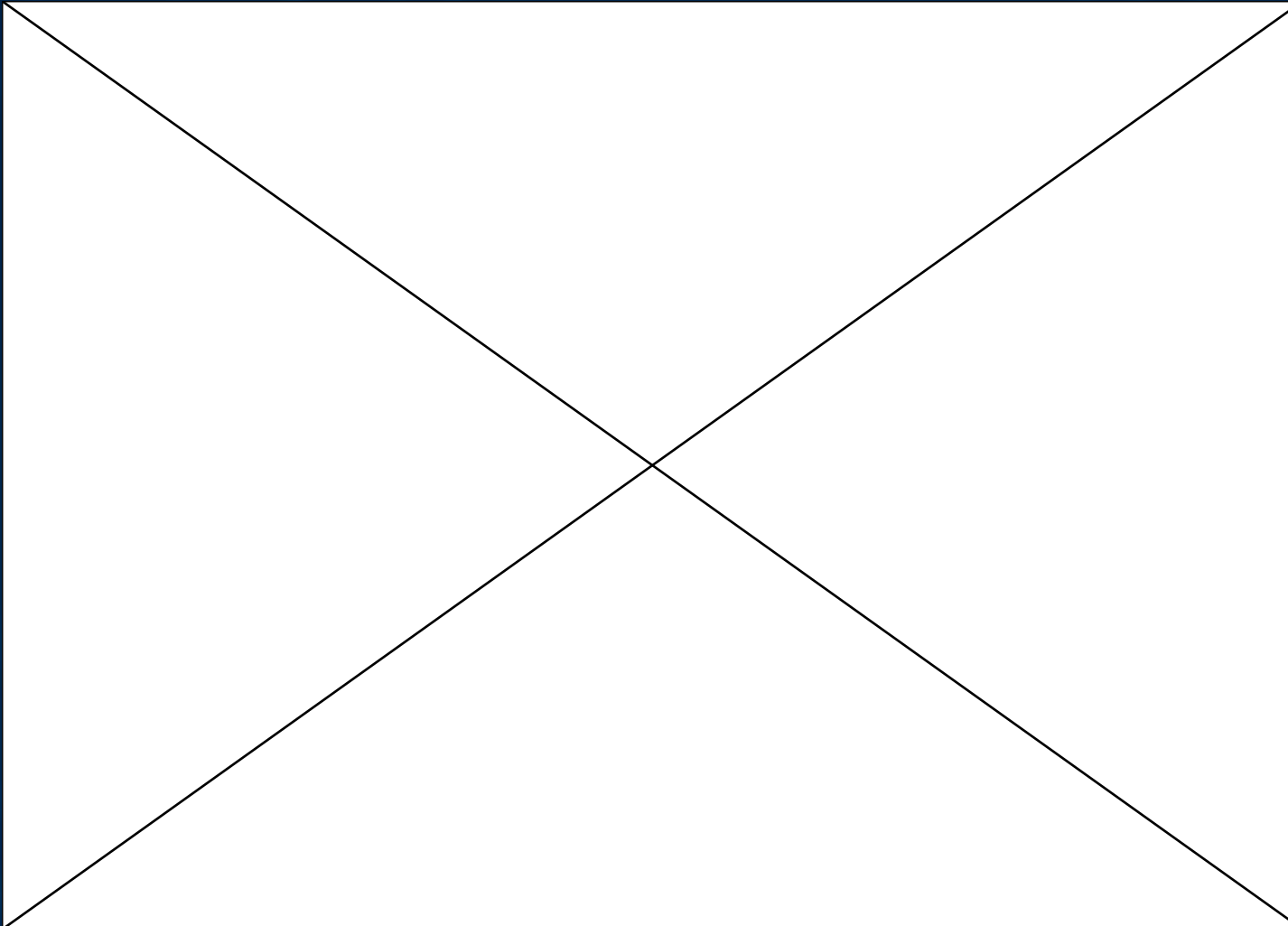
### IMPACT.

Drive positive change for constituents and broader communities

### COMMUNITY.

Facilitate networking among diverse constituents to leverage business connections that enrich the profession

# Live poll



*“Think, Believe, Dream, and Dare.”*

*-Walt Disney*

- **Think** about the values you wish to live your life by.
- **Believe** in yourself based on the thinking you’ve done about the values you’re going to live your life by.
- **Dream** about the things that can be, based on your belief in yourself and the values you’re going to live by.
- **Dare** to make your dreams become reality, based on your belief in yourself and your values. ”