

# The Future of Association Leadership

## Authoring Our Destiny for the Next 5-10 Years

Running an association is a whole new game in the 21st century.

Market conditions are changing and along with them, member expectations, and in some cases even the role of the association itself. The resulting turmoil is threatening the future viability of many professional societies and trade associations. There is a mounting need for the leaders of these organizations, CEOs and executive directors, to take vision-driven action to chart a successful course and strengthen the impact they will have on their organization's future.

Building upon original research by Seth Kahan with 25 leading visionary CEOs and EDs of professional societies and trade associations plus a global survey of 84 CEOs around the world, we are convening a thought leadership think tank of association leaders to develop the agenda for succeeding in the next 5-10 years. The focus will be on the CEO/ED role and what it will take to successfully lead their organization through the changing landscape.

Our research to date has identified several priority issues including:

- ▶ Membership – creating more viable models and benefits
- ▶ Businification – the adoption of private sector practices
- ▶ Talent – the identification, recruiting and development of staff
- ▶ Member business disruptions – members themselves are experiencing challenges
- ▶ Value generation – understanding how value is created and received in the new market

Our approach employs a deep dive on industry-defining issues and provides benchmarking against sector realities. Sessions engage the sector's top decision makers, who are recognized for their visionary leadership. Seth leads the exploration and dialogue, and brings to bear his experience working with leaders in the private and public sectors, as well as large-scale change initiatives. We will proactively craft an agenda for successful leadership in the years ahead by leveraging the collective knowledge and experience in the room, including experts from other related fields.

### AssociationTransformation.com

Providing a forum for visionary leaders to forge their future.

This think tank is part of a larger, overarching effort to identify critical trends and provide practicable tools to the larger community of association leaders, as lead by Seth Kahan and Ron Nicodemus:



Seth is the author of the business bestseller, *Getting Change Right*, and the just released, *Getting Innovation Right*. He has been a trusted advisor to 60+ CEOs including 30+ association leaders, overseen large scale change at the World Bank, Royal Dutch Shell, and the National Apartment Association. He is designated a Thought-leader and Exemplar in Change Leadership by the Society for Advancement of Consulting® and has written hundreds of articles, including for *Fast Company* and the *Washington Post*.



Ron is a communications and marketing strategist with a significant series of high-profile industry-shaping successes that include innovative and vision-driven style events produced for Disney, PBS, CBS, and many Fortune 100 companies, as well as co-founding the BioAgenda Institute, an executive think tank for the biotech and life sciences industries.

### Guiding Lights

This effort proudly enjoys the support and guidance of recognized industry leaders.

- ▶ **Lori Anderson**, CEO  
International Sign Association
- ▶ **Julie Coons**, CEO  
Electronic Retailing Association
- ▶ **David Gammel**, Executive Director  
Entomological Society of America
- ▶ **Doug Kleine**, President  
Professional Association Services
- ▶ **Gary LaBranche**, President & CEO  
Association for Corporate Growth
- ▶ **Chris McEntee**, Executive Director & CEO  
The American Geophysical Union
- ▶ **Brent Mulgrew**, Executive Director  
Ohio State Medical Association
- ▶ **Ralph Nappi**, CEO  
The Association for Suppliers of Printing, Publishing and Converting Technologies
- ▶ **Peter O'Neil**, Executive Director  
American Industrial Hygiene Association

