



# ASSOCIATION Strategy Circles

A quarterly program for CEOs, COOs and assistant executive directors

Mary Byers, CAE will show you how to create a clear vision for the future of your association and a strong action plan for the present. Invest four days in 2016 for professionally facilitated peer-to-peer sessions, enabling you to do your best work on behalf of your association.

**February 24, 2016**

## **Obstacle Busting**

Turbo-charge your quarter with clarity and purpose. Designed to help you move from putting out fires to making great leaps, this session gives you the time and space to identify irritating gnats, identify staffing gaps, realize your full potential and help your staff do the same. You'll learn a 10-minute process to move from "stuck" to "started," complete an expertise inventory and set "Fast Five" goals.

**May 19, 2016**

## **Tune-Ups and Tweaking: Upping Your Game**

This is a deep-dive into differentiation, uniqueness, storytelling and branding. Step back from the day-to-day operations to assess how members experience your association and consider the role of concierge, convenience and curiosity as strategy. You'll develop a milestone map and rethink "engagement" in today's rapidly changing environment.

## FACILITATED BY

Mary Byers, CAE, author of *Race for Relevance: Five Radical Changes for Associations*

## IN PARTNERSHIP WITH

Indiana Society of Association Executives

## CAE CREDIT

Earn 24 CAE hours by participating in this four-part program

**September 13, 2016**

## **Leadership Development: Pursuing Excellence in Volunteers and Staff**

Great teams don't happen by accident—and it's not solely the role of your HR department (if you have one!) or the Nominating Committee to make sure you have the best players on your team. Identify your current strengths and weaknesses, evaluate your recruiting plan and beef up existing practices to build the best lineup of human capital possible.

**November 30, 2016**

## **Strategy and Innovation: Creating a Culture that Supports Both**

At its simplest, strategy is doing something for a reason and innovation is doing something new and different. Together, they create a competitive edge for your association. We'll look at what's true for your organization now and what you want to be true in the future, consider your "personality" and talk about the value of permission-giving. We'll also discuss how to bring volunteer leaders along on the journey.



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