Race For Relevance
5 Radical Changes For Associations
Presented by Mary Byers, C.A.E.
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1950

less than 5%
more than 80% today
1960

28%
1970

568
more hours in 2006
Top Barrier to Getting Involved?
"I Have No Time..."
Dues R.O.I.

What am I getting for my dollar?
Specialization and Consolidation
75%
25%
Hand Surgeons
&
Family Physicians
30K to 18K
since 1970s
Generational Values

“If there is a meaningful difference between Generation X workers and Baby Boomers, it’s not in the propensity to join associations, but rather in their expectations about what membership means and the return it provides.”

- Generations and the Future of Association Participation
“If there is a meaningful difference between Generation X workers and Baby Boomers, it's not in the propensity to join associations, but rather in their expectations about what membership means and the return it provides.”

- Generations and the Future of Association Participation
For-Profit Competition
85% to 67% since 1990
Media companies now own 23% of trade shows.
Technology

Who adopts technology first... you or your members?

What percentage of your annual budget are you spending in this area?

$4M
Who adopts technology first... you or your members?
What percentage of your annual budget are you spending in this area?
Radical
Five
Changes
"Psychologists such as Harvard’s Richard Hackman suggest that groups of six or seven are the most effective at decision making. Groups of this size are small enough for all members to take personal responsibility for the group’s actions. They also can take decisive action more quickly than a large board."

--Richard Pozen, Wall Street Journal, December 21, 2010

Five-member Competency-Based Board
“Psychologists such as Harvard’s Richard Hackman suggest that groups of six or seven are the most effective at decision making. Groups of this size are small enough for all members to take personal responsibility for the group’s actions. They also can take decisive action more quickly than a large board.”

--Richard Pozen, Wall Street Journal, December 21, 2010
Empowered CEO & New Staff Skill Sets
"Director of Innovation & Emerging Media"
Association Management Competencies AND Industry or Professional Knowledge
Empowered CEO & New Staff Skill Sets

3

Focused on Wood and Paper Products

35%

Rigorously Define the Member Market
Focused on Wood and Paper Products
Rigorously Define the Member Market

Rationalize Programs and Services
Volume = Value?
Rationalize Programs and Services

5

Fear?

Leaving Members Behind?

Resource Allocation?

Database?

Build a Robust Technology Framework
Database?
Resource Allocation?

Database?
Leaving Members

Behind?
Fear?
Keystone
Questions
Data
Political Skill
“Race for Relevance is the first book to motivate me in association management since the release of Good to Great, Future Shock, and Megatrends. It’s full of ideas on association management and governance with immediate application.”
— Bob Harris, CAE, President, Harris Management Group Nonprofit Resource Center

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HARRISON COERVER AND MARY BYERS, CAE
Race For Relevance
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Thank You!