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Autore	Coerver Harrison
Titolo	Race for relevance : 5 radical changes for associations // Harrison Coerver and Mary Byers, CAE ; cover design by Beth Lower
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ISBN	1-118-89134-1 1-118-83414-3 1-118-83423-2
Descrizione fisica	1 online resource (170 p.)
Collana	ASAE/Jossey-Bass Series
Disciplina	650.1
Soggetti	Organizational change - Management Organizational change - Planning Electronic books.
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The imperative for change -- Overhaul the governance model -- Overhaul committees -- Empower the CEO and enhance staff -- Rationalize the member market -- Rationalize programs, services, and activities -- Bridge the technology gap and build a framework for the future -- Strategies for success.
Sommario/riassunto	Race for Relevance provides a no-nonsense look at today's realities and how associations operate and what they need to do to remain relevant in the future. Based on more than 40 years of combined experience working with more than 1,000 organizations, the authors examine 5 key areas where the traditional approach that organizations have taken in the past needs to be altered. The 5 key areas of change are: Overhaul the governance model and committee operations (and get the right people focused on the right things). Empower the CEO and leverage staff expertise. Zero in on