

Moving from Panic to Purpose:  
Responding to Changes in Your Career



1



“My entire industry has probably changed again  
since this session began.”



2

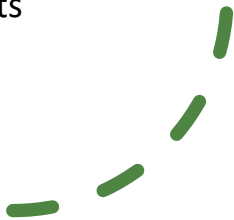
Why is this  
topic important  
to YOU?



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What's  
Changing for  
Association  
Executives?

1. Financial Uncertainty  
(Dues and/or Sponsorships)
2. AI Overwhelm
3. Evolving Member Expectations
4. Community Engagement Struggles
5. Internal Operational Constraints



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You have survived 100% of the  
changes you've faced so far!

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(I like your chances!)



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# What We'll Cover Today

1



WHAT'S AT  
STAKE

2



WHY WE PANIC

3



RESILIENCE  
STRATEGIES

4



FUTURE FOCUS



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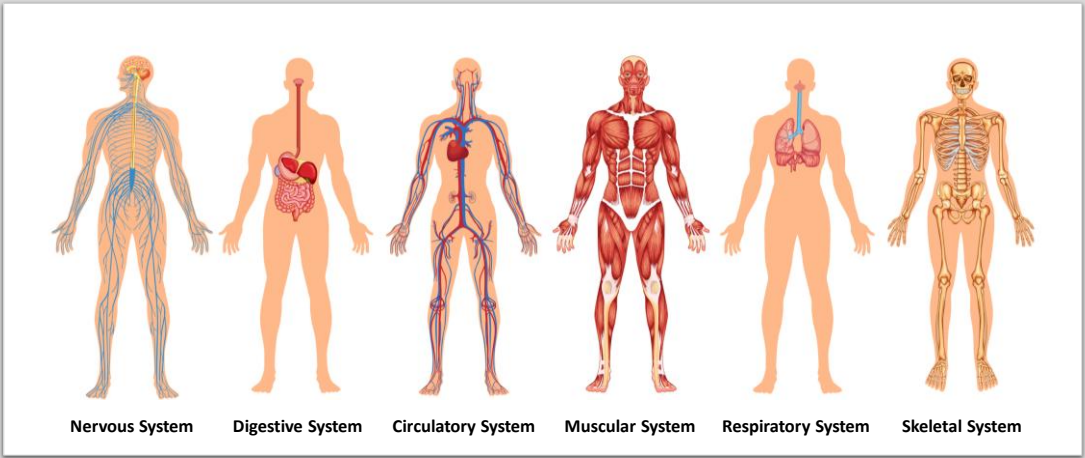
Part 1

# What's at Stake



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The Physical Effects of Stress

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Effects on Our  
Work and  
Personal  
Relationships



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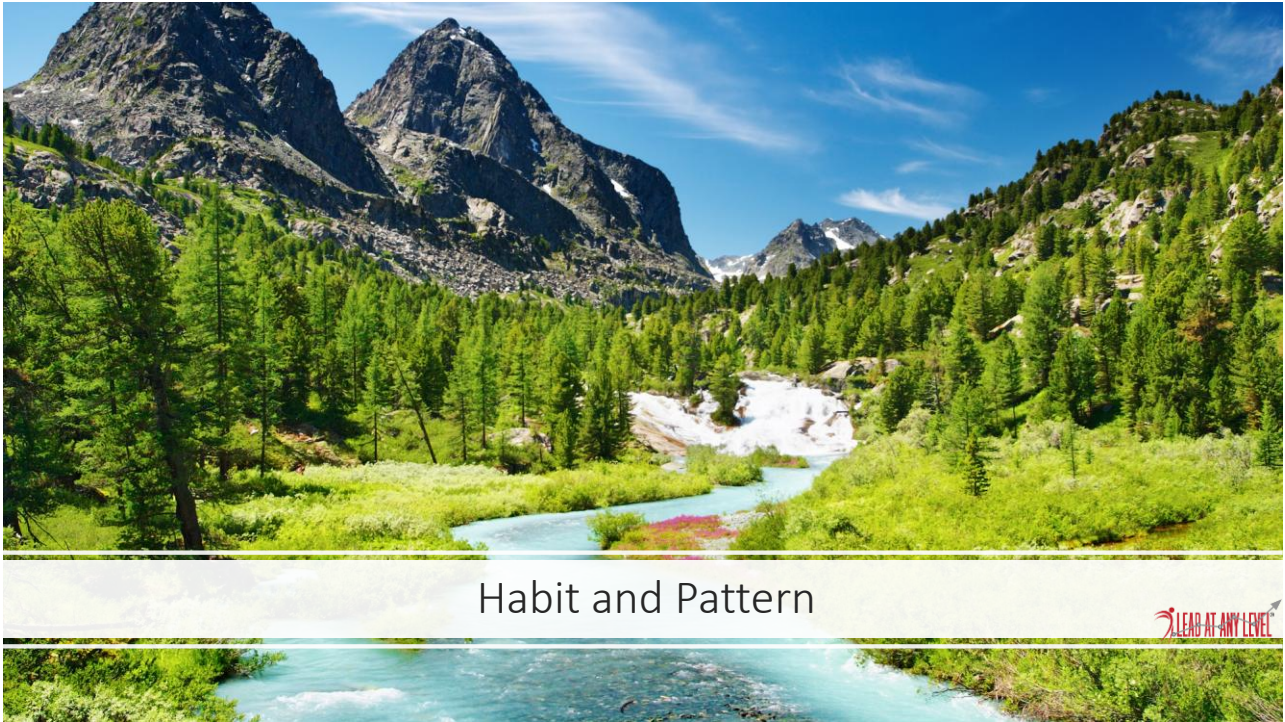


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Part 1

# Why We Panic

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**Making a Change  
*FEELS* Scary**



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You can't ignore  
your feelings  
forever.

Like a preschooler with a  
song flute.



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*Unpleasant* Feelings Associated with Change

Angry	Enraged	Miserable
Frustrated	Distressed	Alone
Bitter	Paralyzed	Hesitant
Nervous	Afraid	Grief-stricken
Diminished	Embarrassed	Perplexed
Guilty	Sulky	Resentful
Insecure	Ashamed	Disappointed
Anxious	Disinterested	Worried
Helpless	Hostile	Betrayed



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Don't Forget to Notice *Pleasant* Feelings, Too!

Confident	Liberated	Satisfied
Joyous	Courageous	Energetic
Encouraged	Content	Relaxed
Accepting	Thankful	Glad
Passionate	Peaceful	Certain
Receptive	Optimistic	Curious
Fortunate	Playful	Strong



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You Don't Have  
to Pop Your  
Own Balloon!



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*Unpleasant* Feelings Associated with Change

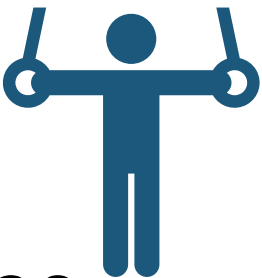
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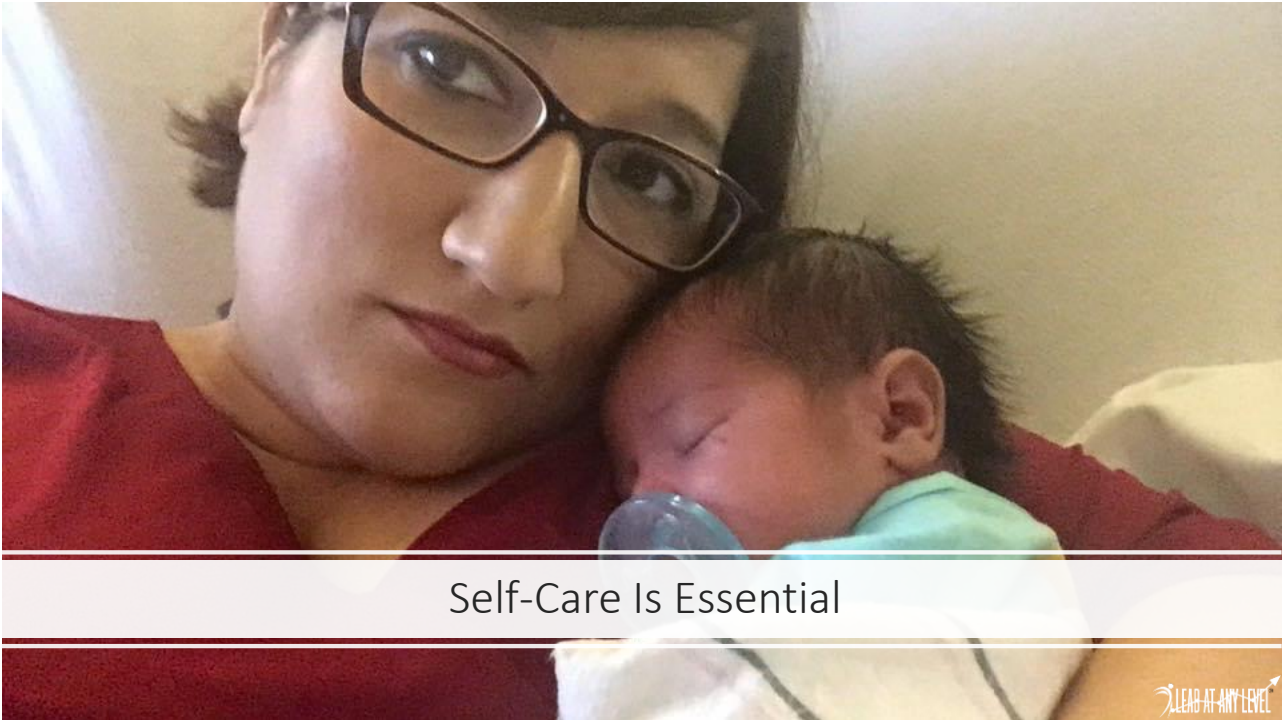


Part 2

# Resilience Strategies



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Self-Care Is Essential



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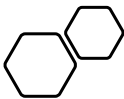


Express Gratitude

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Healthy Eating Habits



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Benefits of Sleep



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Hit the Trail



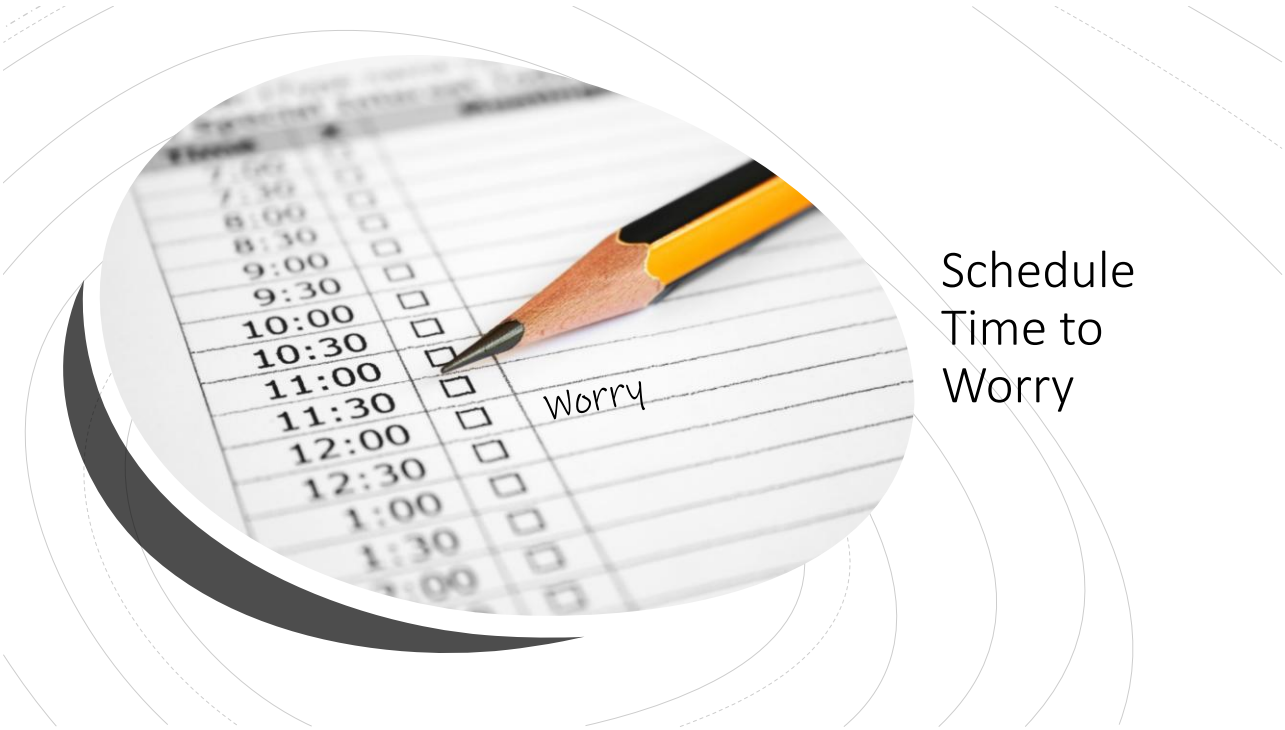
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Plan Something Fun

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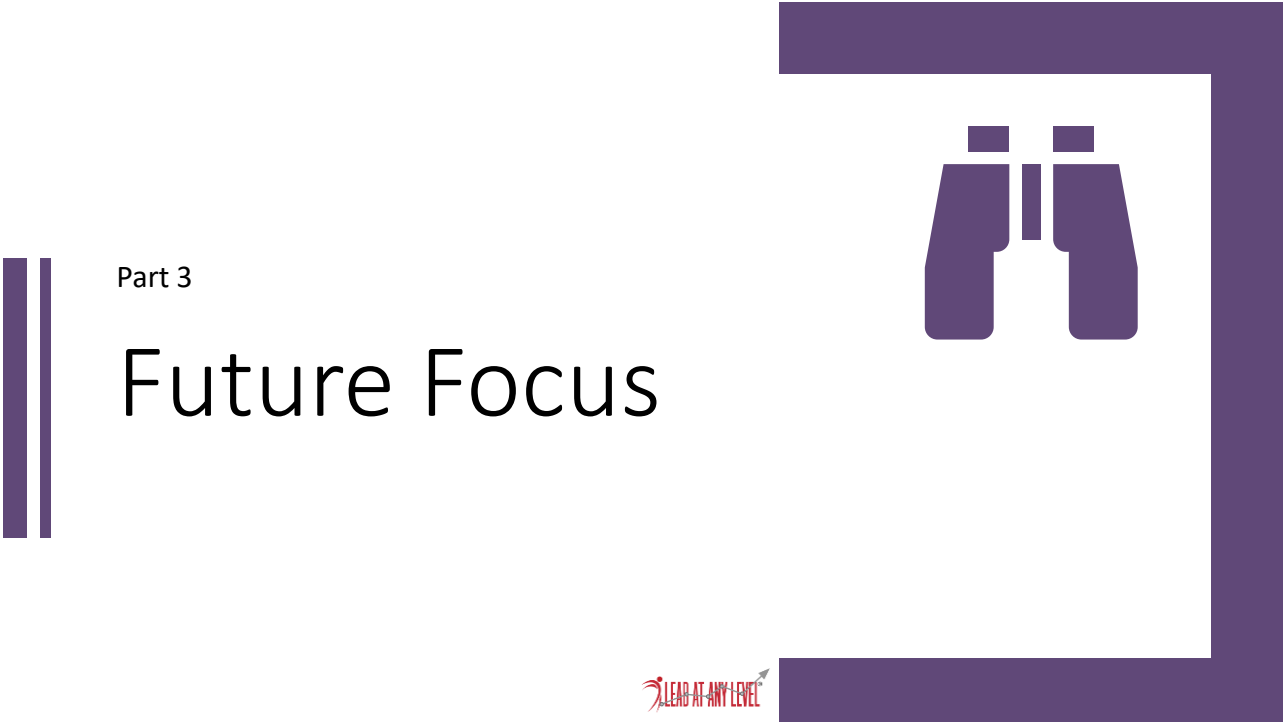


Schedule  
Time to  
Worry

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**Luck = Preparation + Opportunity**



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A row of six crumpled paper balls in various colors: blue, red, green, purple, yellow, and orange. The yellow ball is the largest and is glowing, with a lightbulb icon drawn below it. Above the yellow ball are several colorful squiggly lines and an upward-pointing arrow, suggesting a bright idea or inspiration.

“No problem can withstand the assault of sustained thinking.”

— Voltaire

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# Mitigate Risk

Due to the *fact* that observable condition ,  
there is a *risk* that possible event ,  
which would *result* in quantifiable outcome .  
With this in mind, I will mitigating action ,  
no later than mitigation deadline .



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*“Yesterday I was clever, so I  
wanted to change the world.  
Today I am wise, so I am changing  
myself.”*  
– Rumi

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