



What Constitutes a Remarkable Association Today: Rethinking the *Seven Measures*

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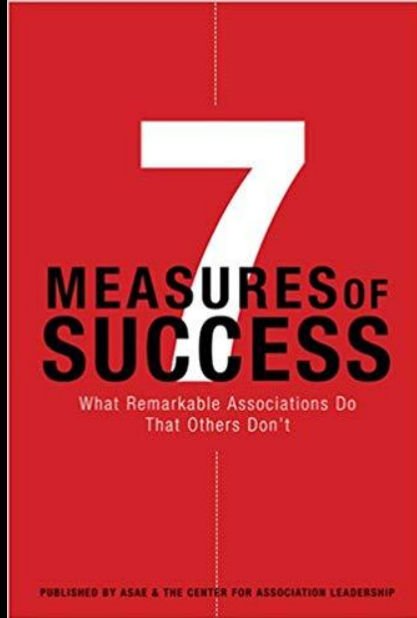
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The Critical Question:

What will be the
indicators of truly
remarkable
association in 2025?



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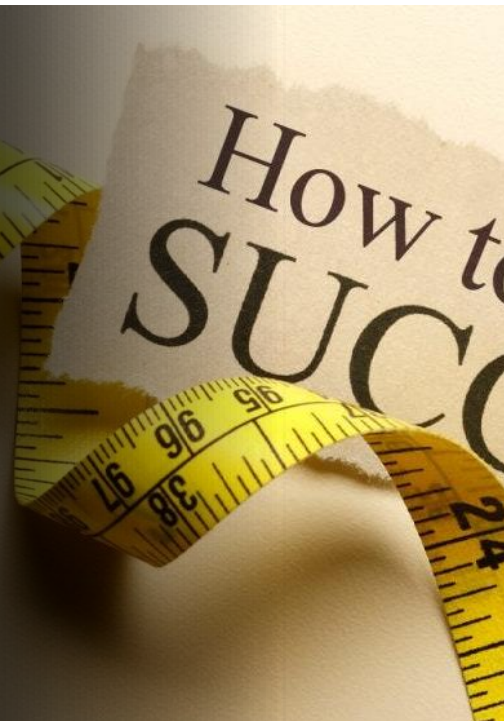
The Successful Association

The Seven Measures of Success What Remarkable Associations Do that Others Don't

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The Seven Measures Focus on ..

1. Treatment of customers
2. Mission Alignment
3. Use of Data
4. Dialogue and Engagement
5. Role of CEO
6. Adaptability
7. Alliances



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Assign a rating of “1” to “10” for each of the seven measures for how well you think your association or company accomplishes each measure.

Remarkable Associations

Are the Seven Measures Still Relevant?

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Commitment to Purpose

The Measure	The Meaning
A Customer Service Culture	<p>Do we operate in a culture of “How Can I Help You?”</p> <p>We are community of members who understand and respond to the needs of our community members.</p>
Alignment of Products and Services with Mission	<p>Do Our Actions Clearly Illustrate Our Purpose and Intentions?</p> <p>We are driven by a common commitment to purposeful and defined service to our members and society.</p>

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Commitment to Analysis & Feedback

The Measure	The Meaning
Data-Driven Strategies	<p>Do The Numbers Matter?</p> <p>Our decisions rest on a foundation of objective information leveraged by personal experience and opinion.</p>
Dialogue and Engagement	<p>Do We Talk AT People or Talk WITH People?</p> <p>The facilitation of community conversation results in a sense of ownership in the organization and a sense of belongingness in the decision-making processes.</p>
The CEO as Broker of Ideas	<p>Is Visionary Thinking Facilitated or Dictated?</p> <p>Leadership is a distinct responsibility from management as one oversees the day-to-day while the other builds equity and enthusiasm for the future.</p>

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Commitment to Action

The Measure	The Meaning
Organizational Adaptability	<p>Are we an evolving organization?</p> <p>We approach change as an opportunity to be a nimble and responsive organization to our members and society.</p>
Alliance Building	<p>Are we thought of as a good collaborator?</p> <p>We affirm that our association and our members are part of eco-systems that are enriched by mutually-beneficial relationships.</p>

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Remarkable Associations

The Next Step Is Yours

**Divide Your Total By 7
for the Quotient**

**Choose one measure
to improve in 2025.**

**Why did you choose
that one?**

Where do you start?

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The Ultimate Question

The Seven Measures of Remarkable Associations

Are these seven measures "the right" measures for associations in 2025 and beyond?



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What We Teach

Associations are social movements

Associations are communities of diverse people

Associations pursue outcomes over transactions

Belongingness and connectedness are drivers of engagement

Association leadership is facilitative leadership in action

Remarkable associations adhere to standards



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Association Leadership

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Suggested Next Steps (choose any or all)

- ❖ Ask you Board of Directors to score the Seven Measures (original, re-imagined or both)
- ❖ Have staff complete the scoring to determine if the team's assessment(s) match
- ❖ Start small and focus strategic planning on one or two measures that scored the lowest

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