

Association Change Quiz

A. What external changes are the biggest problems for your Association?	X = It's a problem
1. Membership Growth is a Problem. Our members are consolidating, changing the way they do business, or going elsewhere for some of their solutions.	
2. Member Needs are Changing. We need to increase our value in their eyes, but we aren't sure how to do it. Our member survey results are not giving us insight.	
3. Advocacy is not Enough. We have focused on getting our message across in legislative arenas, but our members are having new problems in their industry or operations – advocacy doesn't address these issues head-on.	
4. Product and Service Competition is Growing. More choices are available, and people can get products and services like ours in other places.	
B. What will be the hardest changes to make <i>inside</i> your organization?	X = It will be hard
5. Governance must Streamline. Volunteers are too busy for meetings that don't produce results or decisions, but we need their participation even more now.	
6. Healthy Executive Practices are being Neglected. Short-term concerns are displacing our long-term strategic implementation needs.	
7. Being able to 'operationalize' our strategies: It's hard to implement the decisions that have already been agreed upon by Board and management team.	
8. Getting Board and Staff members aligned on the need – and the methods – to make changes that will provide greater value to our members is not going well.	
C. What is your biggest challenge to implement change?	X = Challenge
9. Figuring out where to start: Do we need to change our organization structure, alter our membership requirements, improve operational processes, or add new types of revenue-producing customers? Or all of the above?	
10. Finding new ways to relate to our environment: Learning more about allies, prospective partners, and competitors – and deciding whether to establish alliances with either commercial or non-profit groups, or go it alone.	
11. Choosing the best option(s) to produce new revenue: Do we go with affinity programs, should we change what we include as part of membership, or should we try new products or services that are mission-relevant?	
12. Developing and testing different choices so we are confident about what will work <i>before</i> we invest ourselves in implementing any new decisions.	
13. Improving internal communication: Can't get the different departments and committees and teams to work productively in relation to each other.	

How many X's (out of 13) did you total? _____

Fewer than three: You are ready – Find specialists in your problem areas and get started!

Four or more: Your change issues are more complex – You may need more 'systemic' help to pave the way to creating new long-term revenue streams. ***But you can do it!***