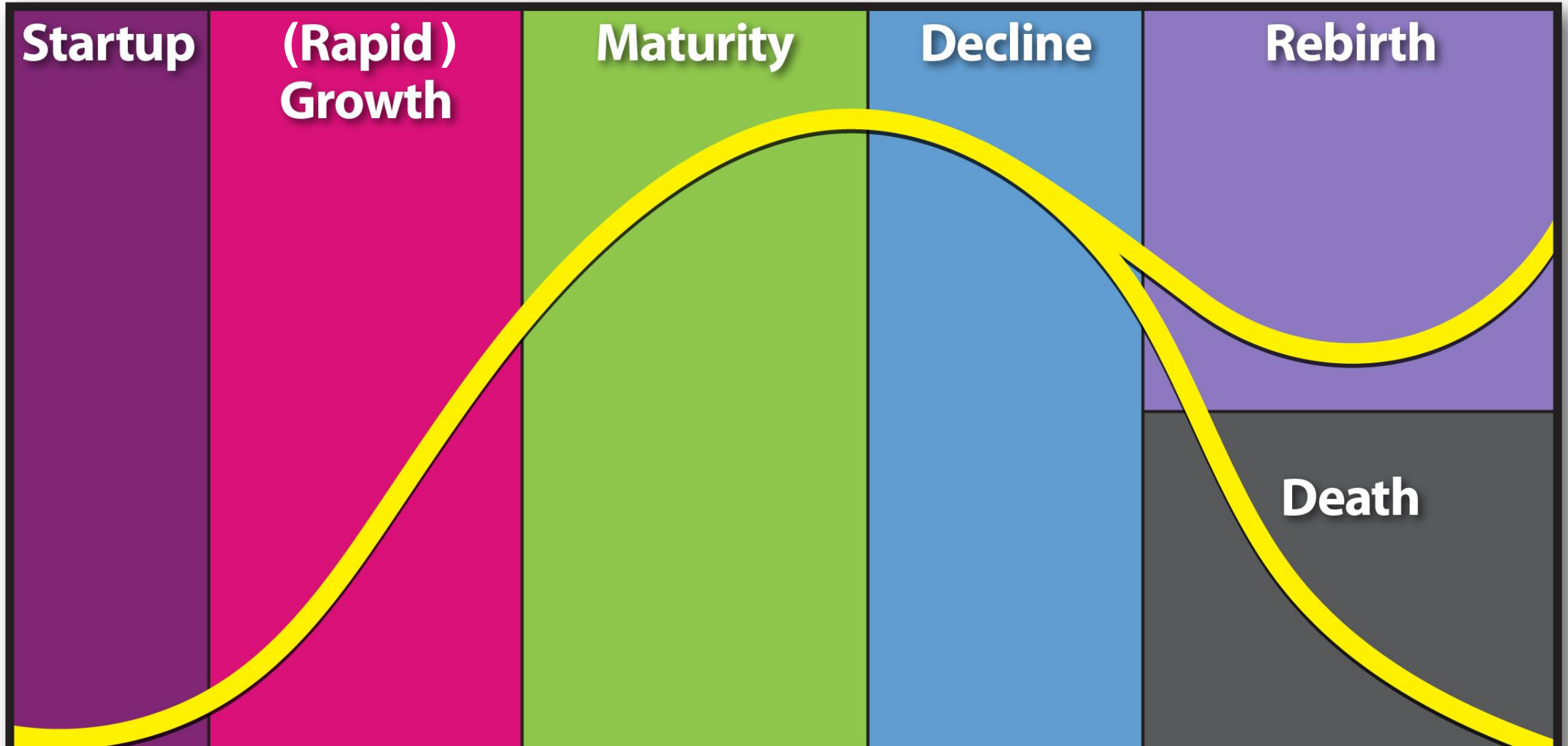




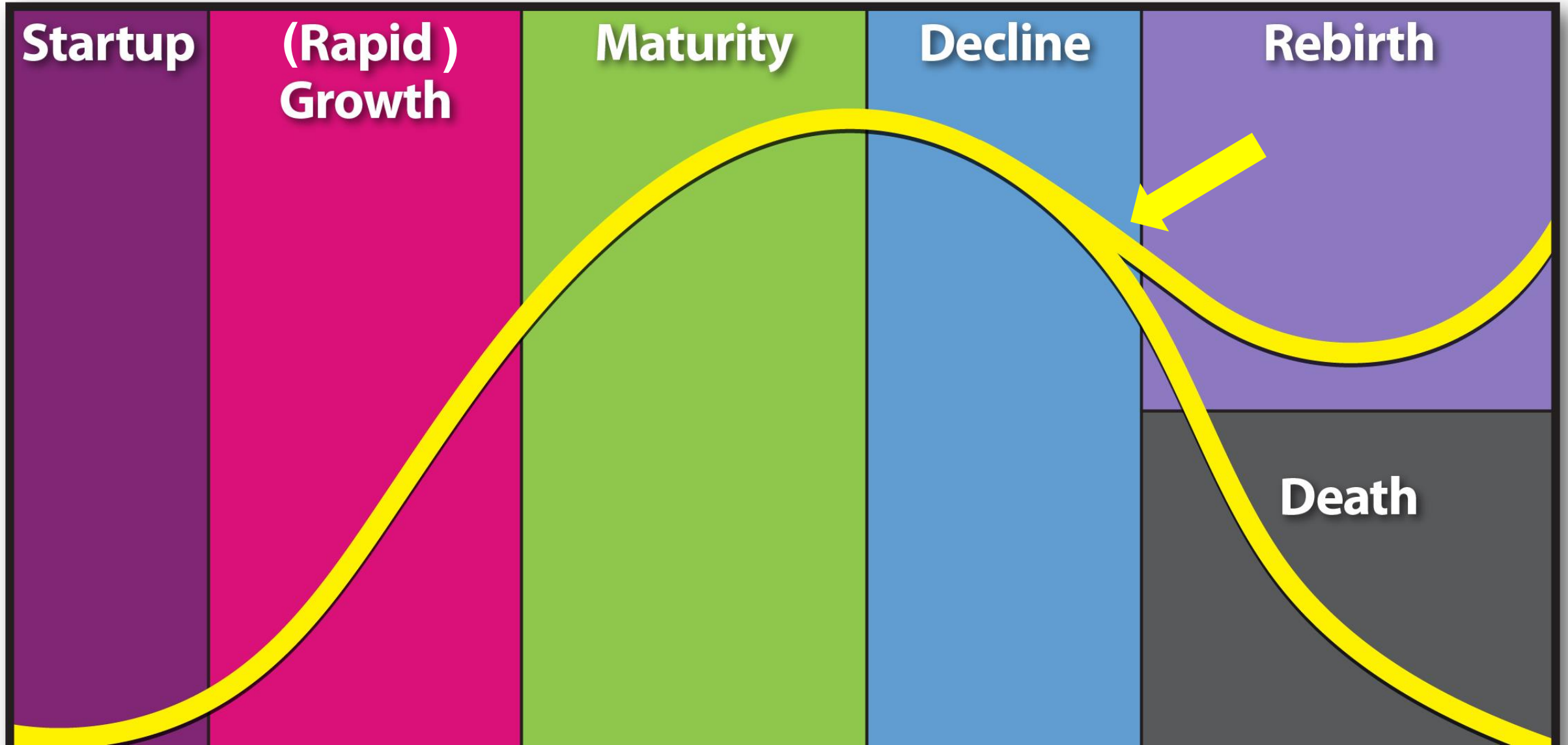
The Innovation Imperative: Moving from Now to Next

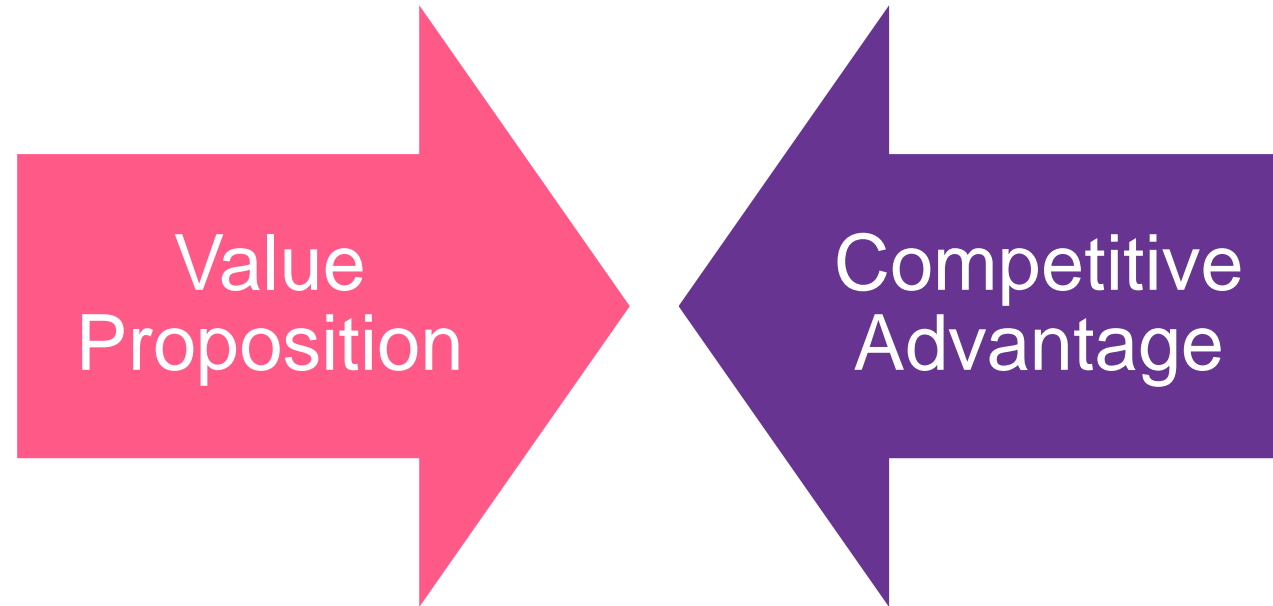


Lifecycle of an Association



Lifecycle of an Association





Value
Proposition

Competitive
Advantage



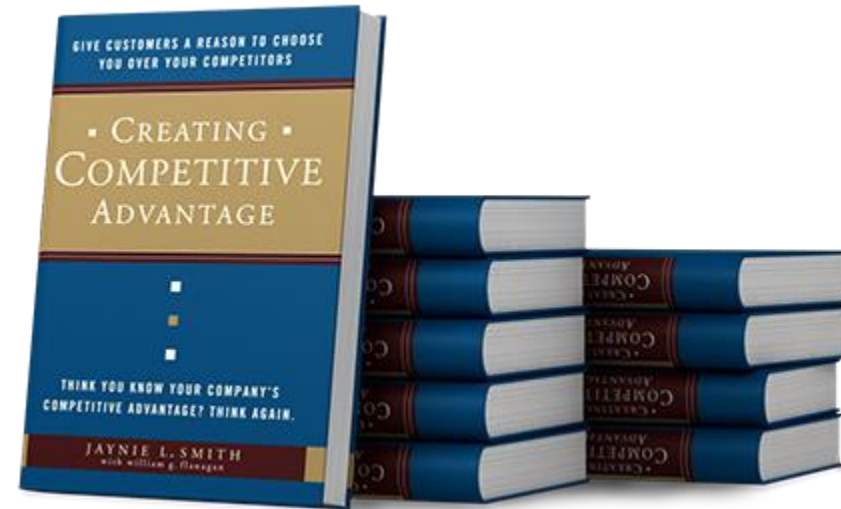
Definition:

A condition or circumstance that puts a company
in a favorable or superior business position.

“It answers the customer’s key question: Why should I do business with
you? What are you offering that the other guy doesn’t?”

–Jaynie Smith

“For most companies, large or small, a competitive advantage is rarely unique and *not often sustainable over an extended period of time.*”





DUAL TRANSFORMATION

Takeaway #1:

**Always be
innovating
something**



EVOLUTION

100%

PLEDGE

Leap list:



Revenue



Brand



E-Commerce



Website



Staffing



Reserves



Membership



Assets



New product development



Research



Definition:

Doing something differently

Welcome! You Belong Here.

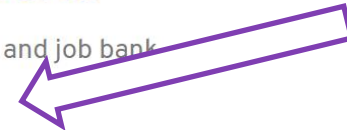
Join .orgCommunity to advance your professional development through exclusive peer to peer advisory groups, events, education, research and handcrafted connections. A FREE 30-day membership is waiting for you.

[Activate Your Free Membership](#)

Welcome .orgCommunity Members!

[Log in](#) to access your benefits, forums, circles, educational resources and job bank

Not a Member? [Join today!](#) The first 30 days are free.





According ASAE's *2018 Policies and Procedures*:

- ❖ 13.2% of respondents offer trials**
- ❖ 41% convert to full membership**

(349 Respondents)

Packaging:

Are we packaging our programs and services conveniently?






Skyrocket your solo/small firm to success!

With Practice Builder, you get the resources, guidance and tools you need to succeed in today's legal market.

 Online and On-Demand	 Toolkits and Checklists	 Expertise and Connections
Your practice never sleeps. Night or day, Practice Builder is available to take you through each phase from start-up to success.	Our collection of toolkits and checklists offer step-by-step, comprehensive guidance to help you achieve your goals throughout your firm's lifespan.	Practice Builder brings you one-on-one connections with leading local solo and small firm lawyers and respected partners.

Get the Practice Builder advantage through:

-  **WEBINARS**
Practice Builder webinars tackle topics crucial to solo and small firm success and feature leaders in the legal community who are here to help with any follow up questions.
-  **PODCASTS**
Learn in the car, while you work out or wherever you've got headphones with Practice Builder's collection of audio podcasts.
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When you need details, Practice Builder's collection of written white papers and hands-on resources will guide you to success and boost your productivity.

Buy Practice Builder now for as little as \$19.99 per month!



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QUESTIONS OR ADDITIONAL INFO.:
Contact Christina Kane at ckane@indybar.org or 317-269-2000.

Packaging:

Have we considered subscriptions?







New clients are just a call or click away!

Grow your client list with Business Builder's exclusive suite of referral and networking programs designed to stretch your marketing dollars and bring new business straight to your door.

 Phone Referrals	 Online Referrals & Presence	 Network Builder
Keep your phone ringing! Our trained staff will personally screen and refer clients that fit you best.	Let our search engine optimization and online advertising skyrocket your name to the top of your potential client's next search.	Connect with Indy lawyers through the Indy Attorneys Network. You'll expand your reach to grow your attorney referrals.

Get the Business Builder advantage through:

-  With an average of 1,000 searches monthly, there's no better way to build your brand and gain new clients.
-  More than 16,000 calls and 8,000 referrals each year mean an average annual return on investment of \$4,100 per panelist.
-  Assist clients of limited means in bankruptcy, family law or criminal law in this program and you'll build your book of business while covering your own costs.
-  The Indy Attorneys Network makes meeting Indy lawyers easy—we'll match you each month with a new local attorney. Meet up for lunch, coffee or a drink and see your network expand!

Buy Business Builder now for as little as \$90 per month!



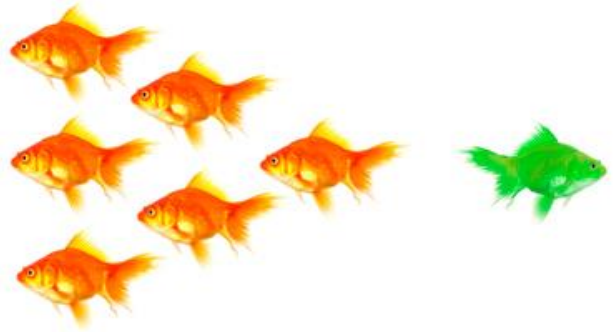
Visit indybusinessbuilder.com to learn more.



QUESTIONS OR ADDITIONAL INFO:
Contact Christina Kane at ckane@indybar.org or 317-269-2000.

Takeaway #2:

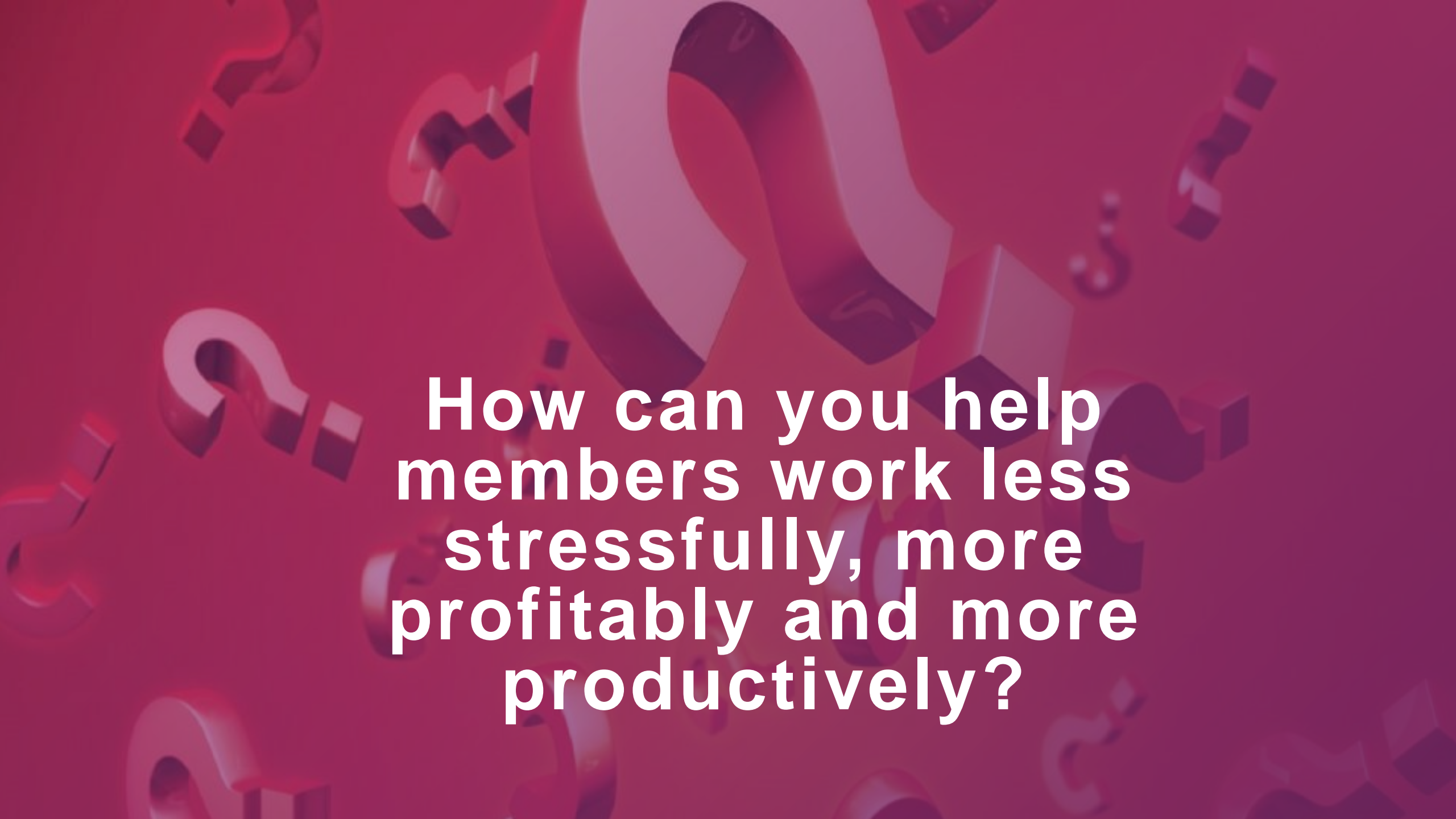
**Small changes
can have a big
impact**



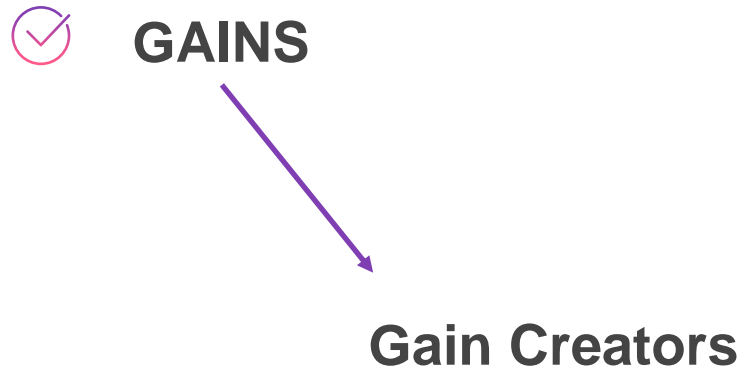
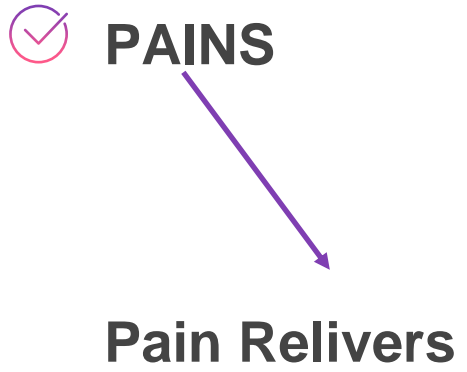
“We’re different!”

All associations are challenged by limitations in time, finances, and human resources.



The background is a solid purple color with a pattern of 3D question marks scattered across it. In the center, there is a faint, semi-transparent image of a hand holding a pencil, positioned as if about to write.

**How can you help
members work less
stressfully, more
profitably and more
productively?**





Great Lakes Ag

Labor Services, LLC

POSITIVITY • DIGNITY • DEPENDABILITY

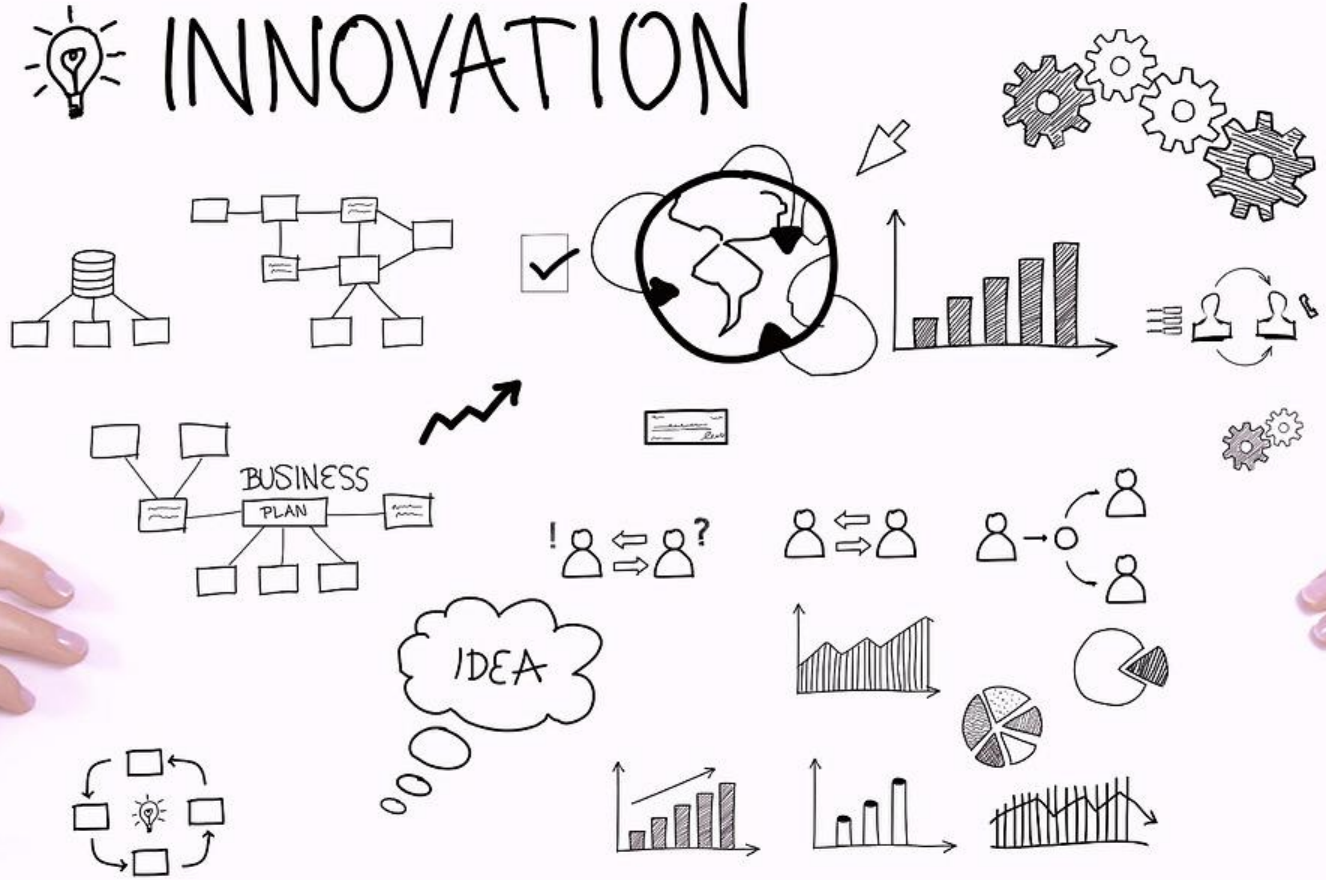
Takeaway #3:

**Innovation that
solves problems is
most successful**

Association Environmental Scan:
Associationinnovation.today

Conducted in Partnership with:
Loyalty Research Center

INNOVATION



Building a Culture of Innovation

Weak Innovation Culture
(37%)

Moderate Innovation Culture
(26%)

Strong Innovation Culture
(38%)

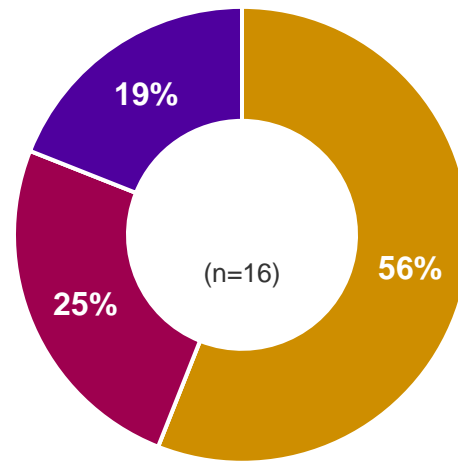
- **Permission to experiment**
- **Permission to stop doing**

- **Innovation is recognized/rewarded**
- **CEO/ED has created a vision**

- **Staff and board are aligned**
- **Senior staff person is leading the charge**
- **Investments are made in innovation-focused training**
- **Budget dedicated to innovation**
- **Innovation is a core value**
- **Team dedicated to innovation**

Defining an Innovation Culture

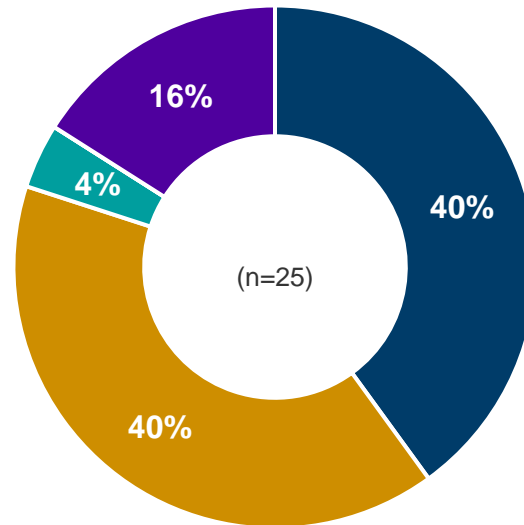
Innovation Leadership



- An existing department
- A cross-functional team
- A volunteer-led committee
- A staff-led, volunteer-driven team
- An agency-led, staff/volunteer-driven team
- Other

Defining an Innovation Culture

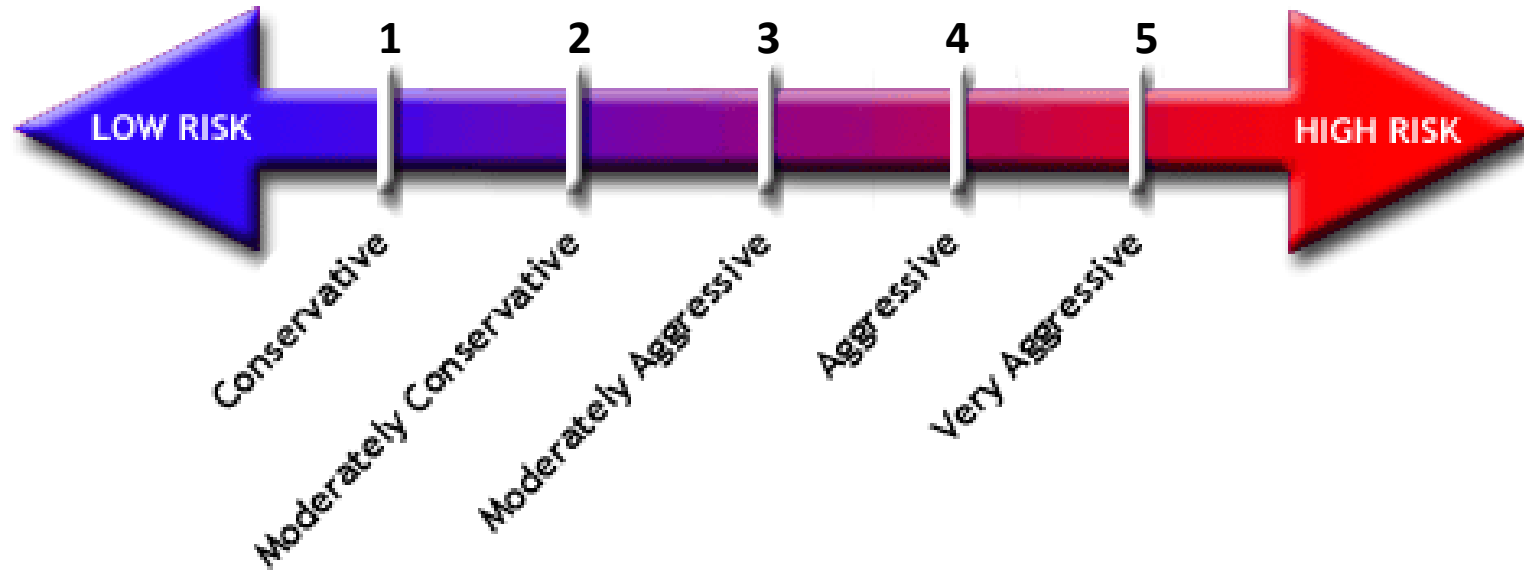
Innovation Budgeting



- As a line item in our annual operating budget
- Borrowed from reserves as needed
- From external venture capital funds
- Special member assessment(s) beyond annual dues
- For-profit affiliate organization
- Other



Risk Tolerance





“Growth and comfort
can’t co-exist.”

Erik Wahl

Takeaway #4:

**Culture matters in
innovation**

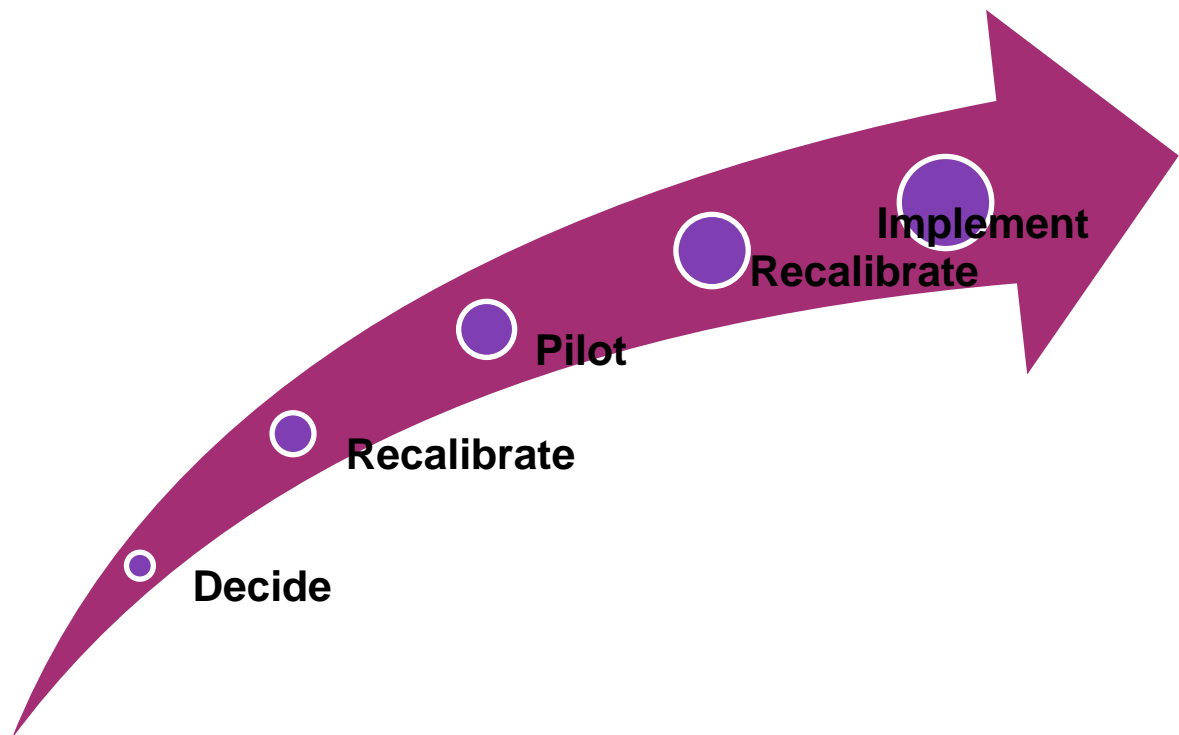
To get a copy of
the full
innovation
report:

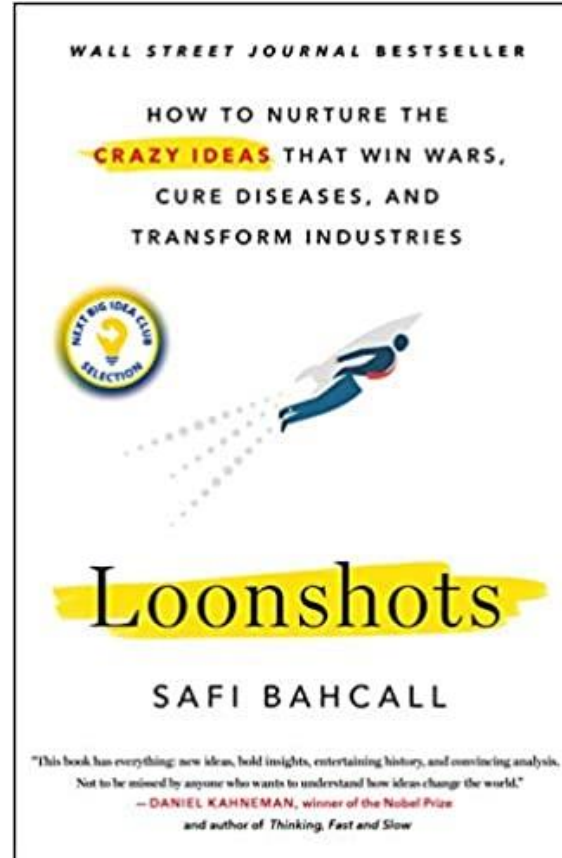
Text
“INNOVATE” to
33777



Experimenting







\$500
Experiments



NASPA FOUNDATION INNOVATION GRANTS

NASPA Innovation Grants Program

Award **Supporting the Profession**

New Professionals and Graduate Students **AVP or "Number Two"**

Mid-Level **New Professional** **VP for Student Affairs**

Award Type: National

How often have you had a new and creative idea for your campus, but the funds are not there? NASPA, in partnership with the NASPA Foundation, is excited to announce the Innovation Grants Program for just this reason. Conferred twice a year and to be used immediately, the Innovation Grants provide awards to support innovation, exploration, and development for NASPA members, regardless of campus membership affiliation. With three levels of grants of application round, ranging from up to \$1,000, \$1,000 - \$3,000, and \$3,000 - \$5,000, these funds are intended to provide the scaffolding for NASPA members to implement innovative ideas that lead to student learning and success. All submissions, regardless of funding level, should relate to the [NASPA Strategic Plan](#).

Takeaway #5:

**Innovation is messy
and requires
experimentation**



“If you always do what you’ve always done, you’ll always get what you’ve always got.”

Is no longer true

Disruption:

What would we do if we wanted to disrupt ourselves?





90-day sprint

The pan-dammit is both an
accelerant and a tailwind.

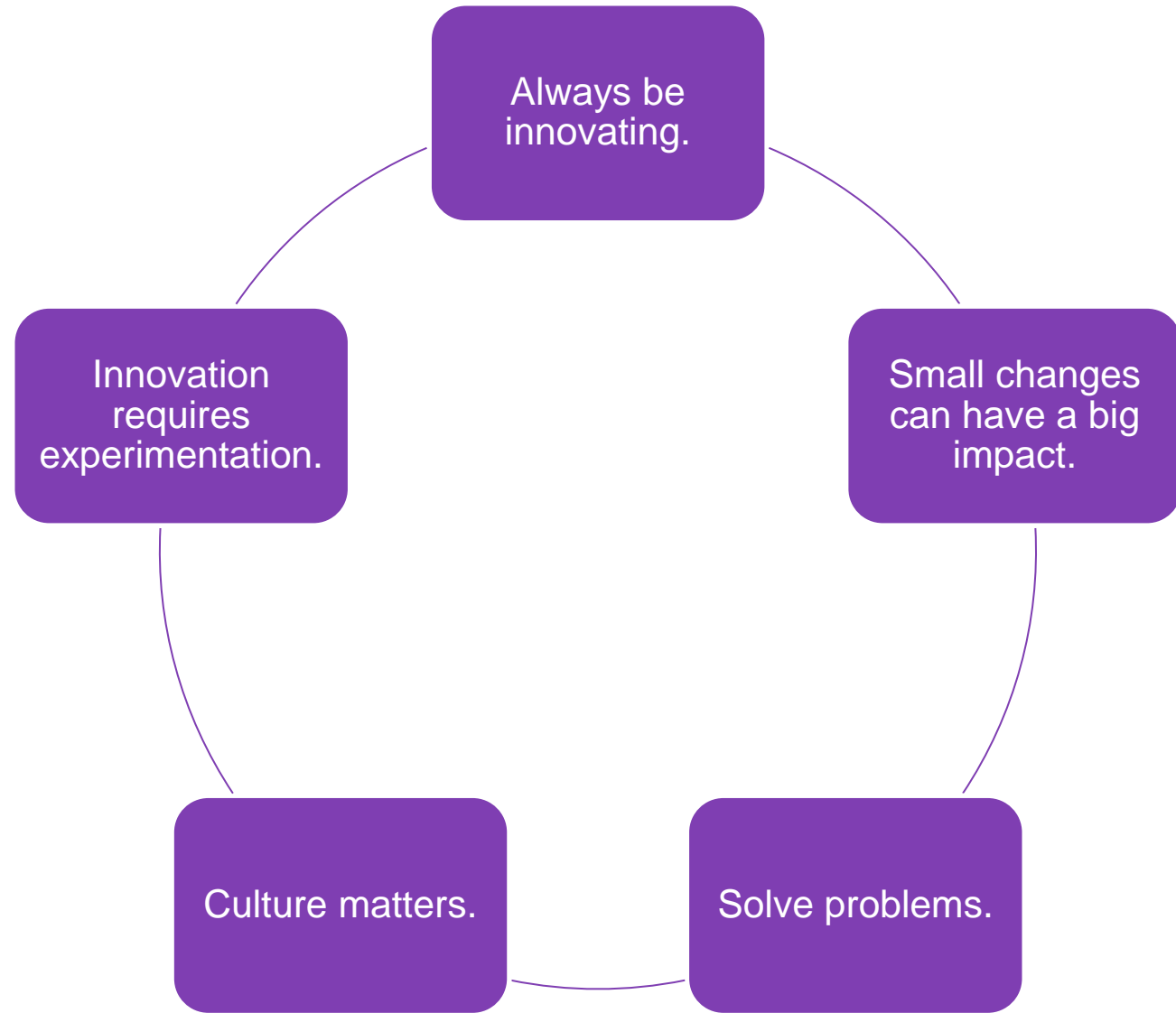
Use mind shifts
to change
mindsets.



Mindshifts:

1. When you hear the words “go back, gently change them to “go forward.”
2. Use the phrase “next normal.”
3. Move from “business as usual” to “business as unusual.”







“...the same circumstances that are causing discomfort are also midwifing the future.”

Seth Kahan



How uncomfortable am I willing to be on behalf of the future of my association?