



Strategic Planning • Technology Solutions • Product Development
Partnerships • Project Management

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From Strategy into Action – A Roadmap to Success for Associations

Countless association executive teams dedicate significant time and resources to strategic planning. But too often, great ideas and plans stay trapped in the notebook and are quickly moved to the back burner – reduced in priority by more pressing day-to-day management and operational demands.

The need for implementation of forward-looking strategic plans is real and more pressing than ever. Today's association executives face frustrations of plateaued growth, shrinking revenues and inability to move new ideas into action.

Challenge: Finding New Sources of Revenue

Tightened member budgets have contributed to flat or declining membership and lower attendance at annual meetings, and thus, lower association revenue. Associations must create new products, establish new partnerships, and identify innovative opportunities for engagement to stay relevant. But how...?

Challenge: Growing and Engaging Membership

The professional networking available through social media and new priorities of the Millennial Generation demands that associations find new ways of attracting and engaging members. But how...?

Challenge: Providing Education Alternatives

With the increasing availability of online education alternatives and massive open online courses (MOOCs), the association/continuing education classes are

less necessary and not always relevant to members. Associations must provide innovative, accessible continuing education options in order to compete. But how...?

Challenge: Providing Print and Digital Content Alternatives

Information that associations formerly provided exclusively is now readily available with a simple Google search. So in order to stay relevant, associations must produce engaging content and make it increasingly accessible. But how...?

Challenge: Resolving the Disconnect between Strategy and Technology

Many associations do not have robust IT staffs or leadership teams that include a technology expert, which can result in technology initiatives not being part of the organization's strategy. Associations must use existing technology staff or other resources to acquire and implement new software, or modify existing software to achieve strategic goals. But how...?

Sound familiar? Read on ... there is another road! It's time to move your strategic plan off the notepad and into implementation in your association.

Get on the Road to Success

New revenues and realized plans sound great, right? But the goals and plans that feel completely attainable in the vacuum of a productive retreat often fail to be realized due to lack of time, resources, and internal infrastructure. Not sure where to begin? Outline an actionable, detailed project plan that empowers the ability of your organization to move your idea into action. Follow this outline and get on the road to success by answering these key questions.

- 1. Build the Business Case** – What's the rationale for the change/enhancement/addition? What organizational goals will the project help you achieve?
- 2. Define Priorities** – What's most important to accomplish first? Clearly evaluate immediate needs and separate those from longer-term "nice to haves." Consider staging the project to address immediate requirements in a first phase, and supplemental needs in additional iterations.
- 3. Establish Metrics** – Which outcomes will you use to evaluate success? Beyond simply completing the project, what quantitative data points will indicate a successful outcome? And over what time period will you evaluate impact?

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4. **Allocate Resources** – What financial and staff support will you need?. Use caution not to underestimate not only what is necessary to get the project through to completion, but also what is required to truly drive success.

 5. **Deploy Project Leader(s)/Manager(s):** Who will be responsible for implementing your organization’s strategic initiatives? Who can work across departments and serve as a liaison between the Executive Director and other team members. Who can help clarify needs, prioritize requirements and turn strategy into action? Be sure to empower an individual with the authority to spearhead the initiative and, importantly, who has time for the project.

Whether an internal resource or outside consultant manages this process, successful projects can occur only when these 5 steps are expertly executed.

Success Roads Consulting specializes in developing and implementing strategic plans for associations and other non-profit organizations. We help your organization take your ideas off the notepad and into implementation.

Ready to make your strategic ideas a tangible reality?

Contact [Success Roads](#). We'll make it happen.