

# A preview of our time together on October 25

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busboy • waiter • architect • state student council president  
• restaurant chain district manager • newspaper reporter •  
student government pr adviser • graduate res hall advisor •  
grad asst. to the vp of student affairs • activities advisor •  
greek affairs coordinator • education coordinator • executive  
director and editor • executive director • co-founder and  
principal • magazine columnist • president and ceo



I look forward to the VMAE Fall Conference and our focus on *Creating a More Future-Proof Association* and want to preview the time we will share with each other. This is my third time as a VMAE Conference facilitator, and I value interacting with such caring and committed leaders.

Your advance survey responses (thanks to those of you who contributed) informed the major content segments for the conference and the specific items we will discuss.

The learning experience will toggle between principles and practice and ideas and action, so that you leave both with specific tactics you can implement quickly and new insights to inform your future work and strategic choices.

Despite having 1½ days together, what ground we can cover is still somewhat limited. You should leave with your brain and toolkit a bit fuller, but may also still be interested in a deeper dive into any of our content segments. Please come understanding this possibility.

I have designed the session to feature a variety of conversation and learning formats that engage both introverted and extroverted learners and to model ones you might valuable for use in your own efforts.

Many individuals find advance knowledge of the questions they may be asked to discuss on-site helps them better contribute during those conversations. To that end, **the next page highlights the major content segments and a few of the key questions we will explore for Oct. 25 only.**

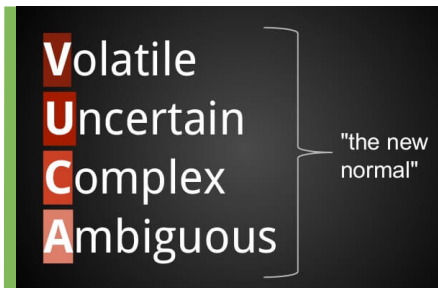
Let me close with a little about me. My complete work history can be found top left. Program design and facilitation have been critical components of my entire professional career. My professional roots are in higher education, followed by senior staff and CEO positions at two professional associations.

For the last 20 years, I have served primarily as a facilitator, speaker, consultant, and writer. In addition to VMAE, I've had the privilege of speaking for several state veterinary associations, as well as AAHA and AVMA.

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# Creating a More *Future*-Proof Association: content preview

VMAE | Fall Conference 2019

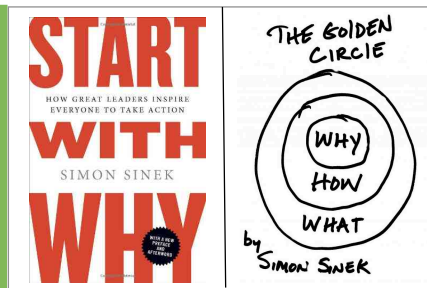


## Key Question:

In an increasingly VUCA world, what is your most important work as an association executive and might that mean for you?

## Leading in a VUCA World

“What is your work?” Few questions require as much clarity for association executives as this one. Calibrating your intentions and attention in a VUCA world begins with stepping back and reconnecting to the fundamentals.



## Key Question:

What is the *why* for your association that will allow it to thrive in a VUCA world and with today's potential member needs?

## Purpose: Start with Why

Over time an association's *what* unintentionally can overtake its *why*: what it does becomes its reason for existence, potentially resulting in efforts being somewhat divorced from the purpose or value for which they were created.



## Key Question:

How have partnerships, collaborative efforts, and networks helped you serve members? How might they do so in the future?

## Thinking in Systems

*Systems thinking* focuses on the way that elements of your VMA interrelate, how your internal **systems** work over time, and how your association interacts in the larger ecosystem of veterinary medicine and professional associations.



## Key Question:

What would most need to change for you and your association to be more *future-proof* in how you serve your stakeholders?

## Preparing for the Futures

While we cannot always predict *the* future, we can better prepare for *possible* futures using scenarios planning to explore critical unknowns that hold dramatic implications for your association's ability to serve and succeed.