

## Business Model Innovation

Which of the following hold promise for you?

- ☐ Auto Renew / Subscriptions
- ☐ Packaging
- ☐ Free Trial
- ☐ Other (explain)

What is an experiment you could do using one of the above ideas?

If you chose to do it, what would be required?

# The Innovation Imperative

Which of the following areas would benefit from innovation in your association? Please check all that apply:

- ☐ Professional Development / Continuing Education
- ☐ Annual Conference
- ☐ Meetings
- ☐ Other Events
- ☐ Advocacy Efforts
- ☐ Political Action Committee

- ☐ General Communications
- ☐ New Product / Service Development
- ☐ Publications
- ☐ Governance Structure
- ☐ Association Management System
- ☐ Other \_\_\_\_\_

Rank three from the above list in the order of importance:

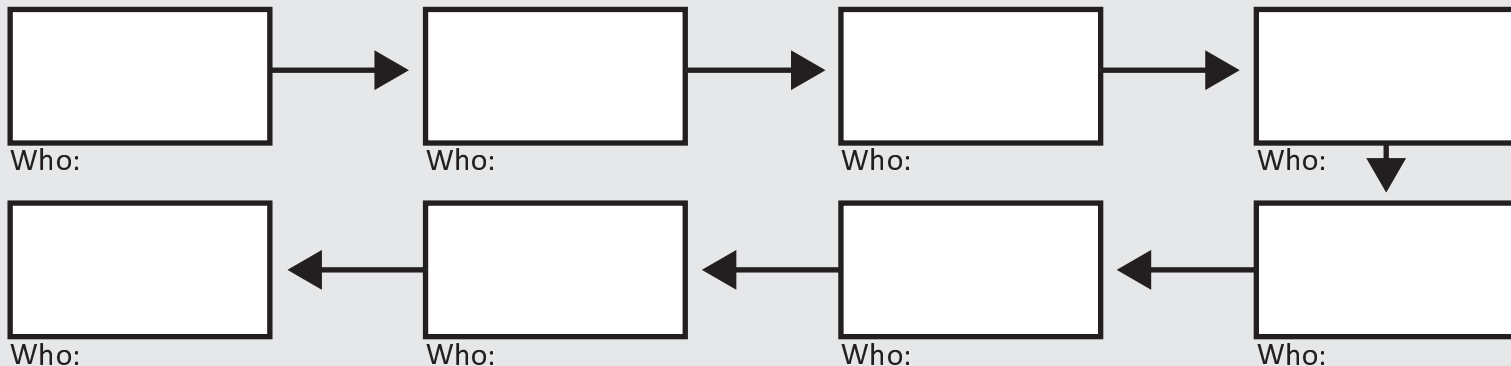
Rank three from the above list in the order of "doability."

Is there a difference in rankings? How can you reconcile this?

Of the three areas listed above, which will you start with?

What will you do?

## Your Innovation Process



# Innovation Takeaways

My "AHAs":

Things I'd like to think more about:

My next steps after Day Three of ThinkWORKS | 2021:

Activity:	I will have this done by:

Of all the ideas I've had, the ONE THING I am going to do for my 30-day sprint: