

# LEADERSHIP V MANAGEMENT

A SEMINAR AND DISCUSSION ON WHAT MAKES AN EFFECTIVE AND INSPIRATION LEADER IN THE CHALLENGING WORLD OF ASSOCIATIONS TODAY. ON 4 DECEMBER 2006 IN LONDON, THE INSTITUTE OF ASSOCIATION MANAGEMENT WELCOMED OVER 50 SENIOR ASSOCIATION EXECUTIVES TO A MASTERCLASS AND DAY OF DISCUSSION LEAD BY SUSAN SARFATI, CAE, PRESIDENT AND CEO OF THE CENTER FOR ASSOCIATION LEADERSHIP AND EXECUTIVE VICE PRESIDENT OF THE AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES (ASAE).



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## THE MASTERCLASS OFFERED DELEGATES PRACTICAL, FIRST-HAND EXPERIENCES AS THE BASIS FOR DEVELOPING EFFECTIVE STRATEGIES FOR ASSOCIATION LEADERSHIP

Susan Sarfati has gained a worldwide reputation as a leader, developing a wide range of programs and services offered to association professionals, with emphasis on educational opportunities and lifelong learning. As a manager, she has expanded the quality and quantity of association education, engaged in research and advocacy, expanded government relations efforts, and raised the awareness of the value and contributions of associations to society. Her entrepreneurial leadership approach is that of a risk taker and innovator. She is a highly experienced, results-oriented manager and has developed a particular expertise working collaboratively with board members, volunteer leaders, members and external audiences - creating a high performance environment for staff to flourish. Her experience served as a valuable knowledge base stimulating discussion throughout the day.

Delegates appreciated the opportunity to meet face to face and to be offered practical,

applicable responses to real-life dilemmas. At the end of a full day of interaction and discussion, delegates came away armed with real examples to put into practice in their own associations - strategies addressing how to provide visionary leadership by harnessing creativity, forging partnerships, and developing strategic thinking - all leading to concrete and measurable accomplishments.

## A MASTERCLASS FOR ASSOCIATIONS AND MEMBERSHIP ORGANISATIONS

The day kicked off with an enlightening presentation based on a range of practical examples. As President and CEO of the Center for Association Leadership and Executive Vice President of the American Society of Association Executives (ASAE), Susan was able to base her comments on first-hand experience leading the premier international association management organisation whose membership comprises more than 12,700 associations and over 25,000 association executives. Individual members of these associations further represent 215 million individuals - making ASAE and the Center for Association Management the most powerful international association management

organisation in the world. All delegates received a copy of ASAE's recent publication - The Seven Measures of Success - as a basis for focusing on specific strategies. This study focuses on getting to the heart of what makes a remarkable nonprofit organisation, and contains knowledge that helps association executives to plan the future of their organisations. Based on a compilation of data spanning 15 years and original, objective research tailored to the association community's needs, this key resource provides empirical data and seven success factors common among visionary associations.

**A memorable year-end event, allowing association managers to step back and think strategically - and a valuable opportunity to analyse past experience and formulate new objectives for the coming year and beyond Delegates felt that they had gained insight and new ideas about leading their own organisations.**

The masterclass was just one in a series of ongoing seminars run by the Institute of Association Management and is part of its programme of continuing professional development.