



Press release

ESAE welcomes top US association management leader

20 October 2007

ESAE was pleased to welcome **John Graham** - CEO of the American Society of Association Executives and Executive Vice President of the Centre for Association Leadership - with over 22,000 members the largest association of association executives in the world. On 10 October, he led an exclusive masterclass on the likely leadership 'crunch' facing associations over the next few decades: *Adapting to the new Leadership Imperative*.

John identified four 'pillars of knowledge' – benchmarks that association managers can use to measure, manage and deliver. These are:

- *knowledge*: the resources you access and share
- *learning*: educations programmes and professional advice
- *community*: not just networking, members and stakeholder groups but also virtual communities and 'social networking' in a virtual space, and
- *advocacy*: liaison with local, regional and national government.

Association leaders need to be customer focused, at the same time aligning all products and services to a unified goal or mission. All available resources should be used to support action advancing the goal of an organisation - surpassing the expectations of members and stakeholders. Using research - and, when possible, producing targeted research - goes a long way to meet this objective. John cited the recent *Decision to Join* – a current and extensive research project produced by ASAE & The Center for Association Leadership – as an eye-opening report that analyses member behavior and helps associations set a course for the future.

John identifies the CEO or Chief Executive as a 'broker of ideas.' It's up to the leader to influence and inspire stakeholders, remaining adaptable as possible and building alliances along the way.

The 21st century workforce is changing - with more people retiring, more non-profits, and more young people working in flexible ways, a more diverse workforce and a range of working patterns. Association managers need to be aware of the nature of these changes and to adapt our roles and responsibilities in order to pave the way for future leaders.

Ends

Notes to Editors:

ESAE - the European Society of Association Executives - is the premier, European association supporting and representing association managers in Europe. ESAE provides an international framework for round-tables and presentations throughout the year, highlighted by keynote speakers from senior levels in industry, government and association management.

ESAE members enjoy a range of opportunities to learn and exchange ideas and insights with other association executives across the continent and beyond. Throughout the year, members can access a wealth of events, seminars, networking initiatives and educational activities supporting their ongoing requirements for continuing education, professional recognition and information exchange.

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