



ESAE morning masterclass brings leadership to the top of the agenda

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ESAE - the European Society of Association Executives - was pleased to welcome senior association professionals from across Europe to attend a masterclass in Brussels on 17 June, the latest in its *Understanding Leadership* series.

Developing leadership and creating value to engage members, raise profile and bring in revenue was the title of an investigation into developing the leadership talent that creates a unique, valued resource. The class was led by HEC School of Management (Paris), and featured keynote speakers Gerard de Maupeou, senior partner in Bfa Conseil and Affiliated Professor, HEC Executive Education, and Sean Kilbride, Director of Business Development, HEC Executive Education.

“We do business in a constantly changing world with the state of change being the only constant,” comments de Maupeou. A shifting and aging population, increasing globalisation and even the impact of climate change will impact the direction of any association. “To stay ahead, all organisations need to innovate,” he warns.

To best plan a leadership strategy that uses the talents of your stakeholders to provide vision and direction, the traditional management structure does not always work anymore. Associations need to stay flexible and a looser structure allows for new ideas to be exchanged and for networks to develop, particularly extended networks involving a range of partners and alliances. This will be key as managers strive to develop and retain talent – a key component of any leadership strategy.

“Creating a value proposition will unite stakeholders,” de Maupeou continues. “A unified message allows you to define your position – and through this, your association will benefit from a collective intelligence and a shared vision.”

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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