

7 MEASURES OF SUCCESS:

What Remarkable Associations Do That Others Don't

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Karen Chessell's notes on this book:

1. A customer service culture: Remarkable associations build their structures, processes and interactions – their entire culture – around assessing and fulfilling member's needs and expectations.
2. Alignment of products and services with mission: Remarkable associations view members as a population to serve rather than a market to sell to.
3. Data Driven strategies: Remarkable associations continually track member needs and issues as well as the wider environment, then collectively analyze the data to reach a shared understanding. Asking: What do we know? And, what are we going to do about it?
4. Dialogue and Engagement: Remarkable associations maintain a classless structure and all share equally in the responsibility to contribute and add value to the association.
5. CEO as a broker of ideas: What matters to CEO's in remarkable organizations is not their vision for the association, but their member's vision.
6. Organizational Adaptability: Remarkable associations don't fear change. They embrace change with their eye on their commitment to their members and their mission.
7. Alliance Building: Remarkable associations build alliances with organizations to expand mission based programming, (not just as a means of paying the bills).

An item Karen thinks is valuable for our discussion on taking our organization from Good to Great.

From the book: 21 Laws of Leadership, by John Maxwell, page 159).

Mission = Purpose

Vision = Picture

Strategy = Plan

I found the following cards at the FCCLA National Conference. They define The Measures differently.

Assignment: As you read the book, 7 Measures of Success, please make note of your thoughts on the following “Big Questions.”

You can find a copy of this document, for note taking at www.nevadafcccla.org under Board of Directors.

1. **A customer service culture:** Remarkable associations build their structures, processes and interactions – their entire culture – around assessing and fulfilling member’s needs and expectations.

Big Question: Who are our members? How do we determine this?

- Advisers?
- Students?
- Potential Advisers?
- Alumni?

2. **Alignment of products and services with mission:** Remarkable associations view members as a population to serve rather than a market to sell to.

Big Question : What products and services should we be providing as a state association?

3. **Data Driven strategies:** Remarkable associations continually track member needs and issues as well as the wider environment. Then, collectively analyze the data to reach a shared understanding. Asking: What do we know? And, what are we going to do about it?

Big Questions:

How can we gain the information/data needed to serve our members?

How can we use this information/data to better serve our members?

4. **Dialogue and Engagement:** Remarkable associations maintain a classless structure and all share equally in the responsibility to contribute and add value to the association.

Big Question:

What do we need to do as a Board of Directors to maintain a classless structure and share equally in the responsibility to contribute and add value to the association?

5. **CEO as a broker of ideas:** What matters to CEO’s in remarkable organizations, is not their vision for the association, but their member’s vision.

Big Question:

What is your vision for Nevada FCCLA?

What do you think our members’ visions’ are?

6. **Organizational Adaptability:** Remarkable associations don’t fear change. They embrace change with their eye on their commitment to their members and their mission.

Big Question:

What change(s) in Nevada FCCLA would you welcome?

What challenges do you see that Nevada FCCLA needs to work on?

7. **Alliance Building:** Remarkable associations build alliances with organizations to expand mission based programming, (not just as a means of paying the bills).

Big Question:

What other organizations, which have similar objectives, can you see us partnering with?