

Association CEO Handbook

Association Component Executive Workshop

GOAL - The *Association CEO Handbook* was developed to provide a common framework and perspective to association CEOs through the *Six Elements of the Association CEO Position*. The *Workshop* is a half-day session for association component executives on the core structure of the organizations they lead and their key responsibilities and opportunities for professional growth within them.

PROGRAM TRACK -

Handbooks are distributed to participants two weeks prior to the event with strong encouragement to have read them beforehand.

One week prior to the session, the leadership (3-5) of the component group participates in a conference call with the *Program Director* to identify those aspects of the *Handbook* that are likely to be of greatest current and/or foundational interest to those attending.

Immediately prior to the session, the leadership has a familiarity coffee/lunch with the *Director* to suggest points and thoughts to consider/work into the program.

PROGRAM –

Presentation on the *Six Elements of the Association CEO Position*, incorporating the emphasis and track of the prep meetings. (90 minutes)

Break (15 minutes)

Q&A (15 minutes)

Table Talk - A table discussion/exchange on four of the six elements - *Commonalities, Fundamentals, CEO Responsibilities, Board/CEO Partnership* - with in-place reports by table captains to the group and group interaction. (30 minutes)

ACH Workbook Tutorial - The *Workbook* session will help participants apply what is taken from the program to their component organization in the context of each of its 18 *Fundamentals*, *i.e.*, where their group is on each and what it needs to do to be appropriately positioned on it. (30 minutes)