





**B.S. MECHANICAL
ENGINEERING,
MIT, 1973**

**Delta Motors Corp.
1974-76**



**DEVELOPMENT BANKING, DBP
1976-1991**



**ASSOCIATION
EXECUTIVE,
ADFIAP
1991-present**



ADFIAP
financing sustainable development





SSOCIATION MAN

HELLO

MY NAME

IS

session 1

Achieving enduring



Relevance

thru *purpose-driven*
Associations

OBJECTIVES



RELEVANCE



Part One

**Let's talk about
CHANGE**



**CHANGE IS INEVITABLE.
CHANGE IS CONSTANT.**

Benjamin Disraeli | (c) themarinegeek.tumblr.com



CHANGE



not everyone likes change.

5 SHIFTS HAPPENING TODAY



SOCIETAL SHIFTS



DEMOGRAPHIC SHIFTS



MARKET SHIFTS



TECHNOLOGICAL SHIFTS



LEGISLATIVE/REGULATORY SHIFTS

1 SOCIETAL SHIFTS



1 SOCIETAL SHIFTS



1 SOCIETAL SHIFTS



1 SOCIETAL SHIFTS



1 SOCIETAL SHIFTS



1 SOCIETAL SHIFTS



1 SOCIETAL SHIFTS



1 SOCIETAL SHIFTS



NATIONAL FEDERATION OF WOMEN'S CLUBS OF THE PHILIPPINES
BOARD OF DIRECTORS
2012 - 2014



WOMEN'S GOLF
ASSOCIATION OF
THE PHILIPPINES

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1 SOCIETAL SHIFTS – Some Ideas



What is "Engagement?"

Engagement is Knowing your Members!



Member Engagement | 9

Networking Events

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INSURANCE



2 DEMOGRAPHIC SHIFTS



GENERATION

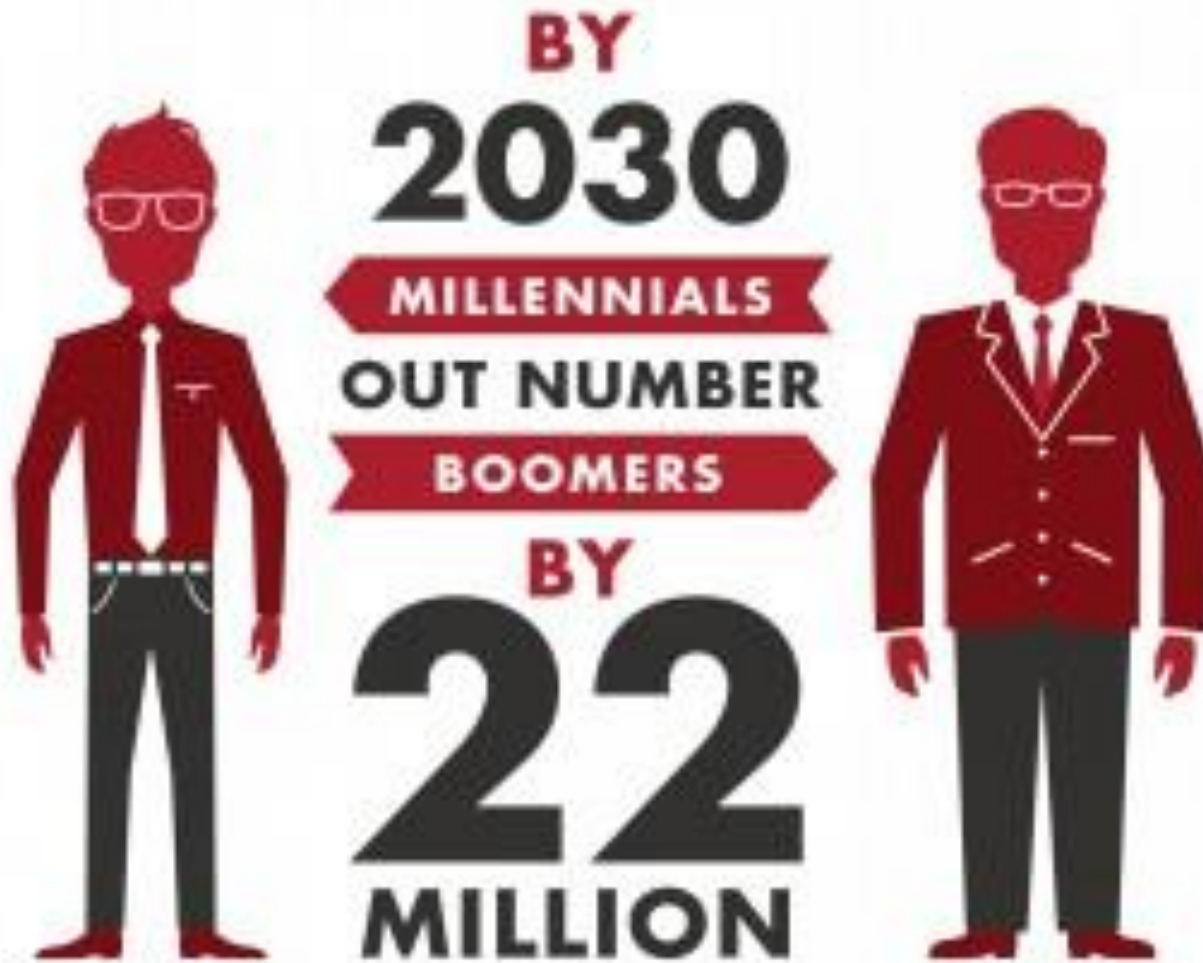
FUTURE
TECHNOLOGY
EDUCATION
MULTI-TASK
WORK CULTURE
SOCIAL LANDSCAPE
CONSUMERIST BUYERS



MEDIA
INNOVATIVE
INTER-RACIAL
RELATIONSHIPS
WORLD EVENTS
POLITICAL ISSUES



2 DEMOGRAPHIC SHIFTS



2 DEMOGRAPHIC SHIFTS



3

MARKET SHIFTS



MADE IN CHINA

MARKET COMPETITION FOR ASSOCIATIONS?



Technical Education and
Skills Development Authority

EXCELLENCE
in the
WORKPLACE
Becoming The Best You Can Ever Be



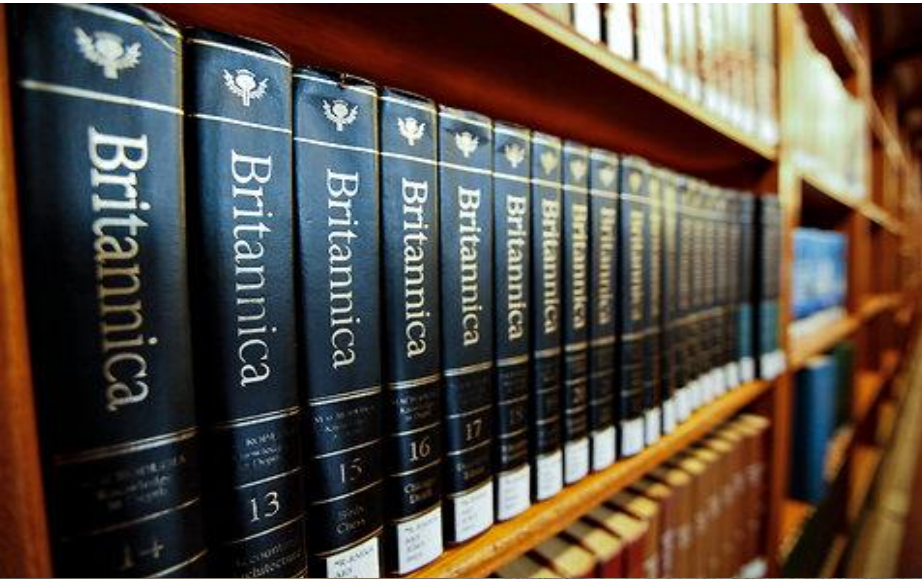
Customized Trainings

Tailor-made to amplify strengths
and mitigate your company's
weaknesses.



eLearning
options

4 TECHNOLOGICAL SHIFTS



4 TECHNOLOGICAL SHIFTS



4 TECHNOLOGICAL SHIFTS

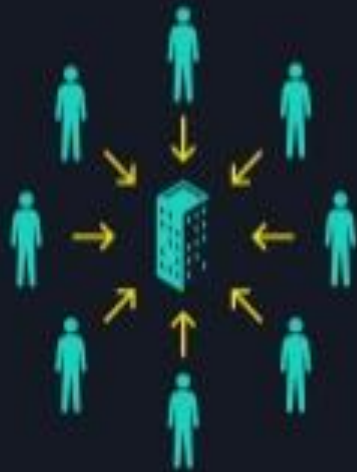


COLLABORATIVE ECONOMY

An economic system of decentralized networks and marketplaces of connected individuals creating value in ways that bypass traditional institutions.

4 TECHNOLOGICAL SHIFTS

THE GREAT TRUST SHIFT: FROM INSTITUTIONS TO INDIVIDUALS



INSTITUTIONAL TRUST



PEER TRUST

4

TECHNOLOGICAL SHIFTS



Sharing Economy



Social Technology



Peer to Peer Trust

4 TECHNOLOGICAL SHIFTS



4 TECHNOLOGICAL SHIFTS

There is much more out there than just Uber..



COMPETITION FOR ASSOCIATIONS?

THE THIRD WAVE OF ON DEMAND DISRUPTION IS HERE

FIRST WAVE



On Demand Digital
Goods/Services

SECOND WAVE



On Demand Physical
Goods/Services

THIRD WAVE



Platforms Enabling
On Demand

ONLINE
ASSOCIATIONS



THREAT TO ASSOCIATIONS?

edX

Coursera

edX

OPEN EDUCATION

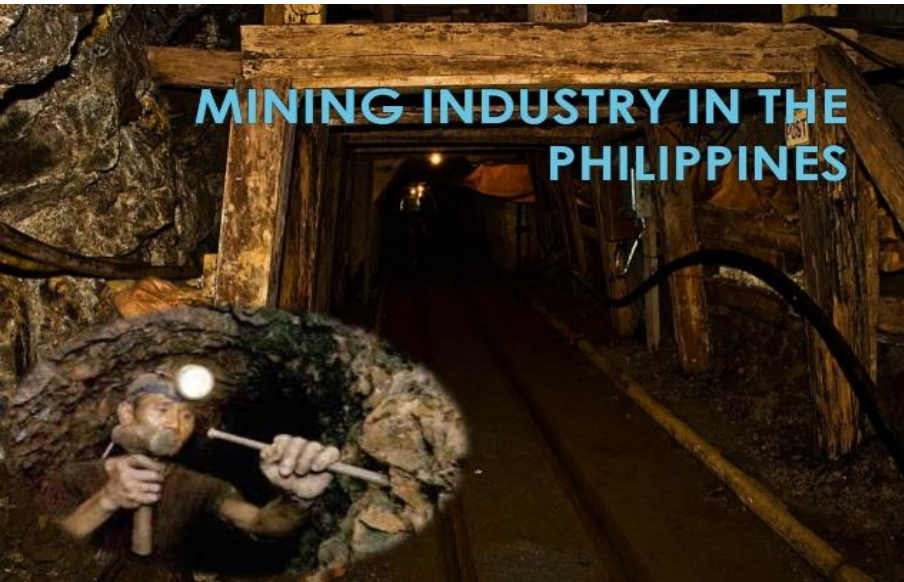
free education for all

U
UDACITY



Massive **O**pen **O**nline **C**ourse

5 LEGISLATIVE/REGULATORY SHIFTS



DISCUSSION

ARE YOU READY
FOR THE
CHALLENGE?

GROUP EXERCISE 1

- 1. Individually first, list the changes/shifts discussed that affect your Association the most today? Rank them, if possible.**
- 2. Discuss with your tablemates similar change/shift situations that your Association has experienced in the recent past.**
- 3. After comparing notes, present in plenary your group's top changes/shifts that matter the most to your associations.**

Part 2



BRINGS

up

the

issue

or

Relevance

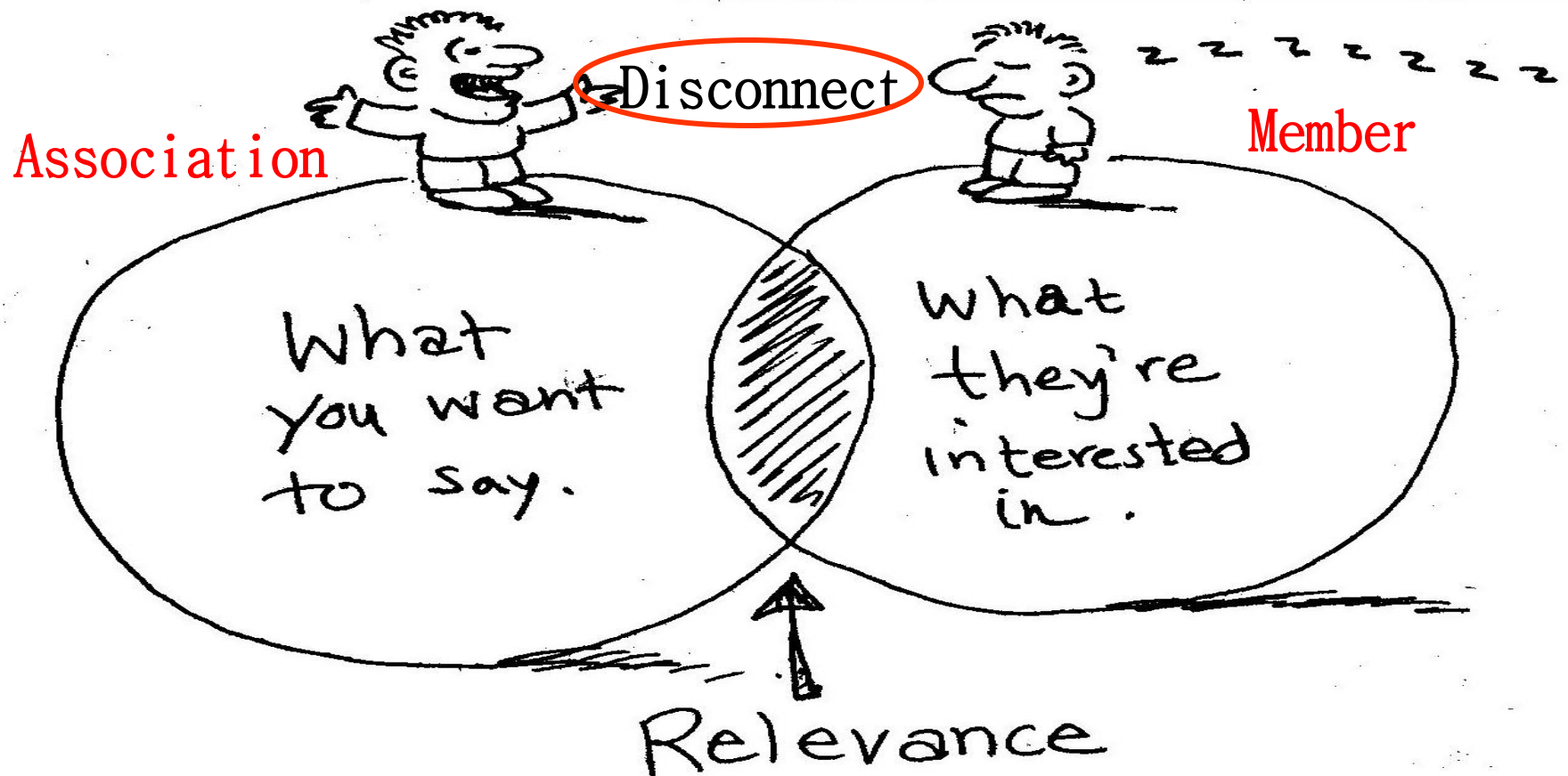


Let's talk
about
“RELEVANCE”

rel·e·vance [rel-uh-vuhns]

noun

the condition of being relevant, or connected with the matter at hand





relevance

you either have it, or you don't

If you don't, you're 'jurassic' & dead!

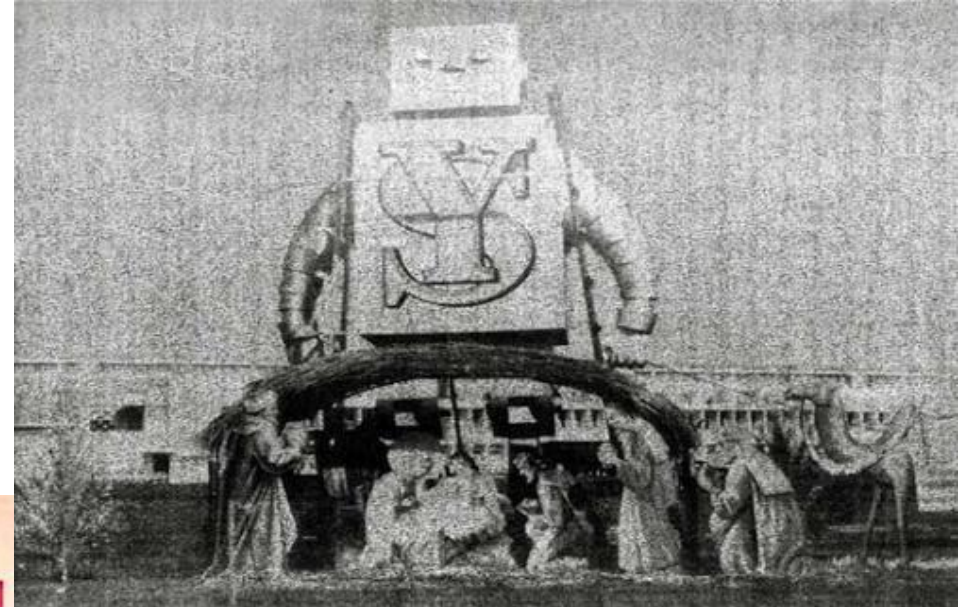




BORDERS.[®]


BlackBerry





THERE IS NATIVE BEAUTY IN

ANG TIBAY

"The Wear That Lasts"

SHOES SLIPPERS

Foribio Teodoro
MANUFACTURER
210-214 BATA, MANILA
SALES ALL OVER THE PHILIPPINES

"They're All Wearing"

ANG TIBAY
SHOES

YCO cleans



as it waxes!



BEAUTIFIES!
ECONOMICAL!
INSECT-REPELLENT!

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San Miguel Corporation

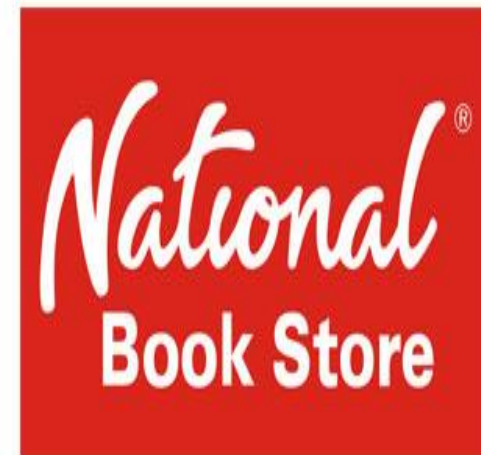


MERALCO

may liwanag ang buhay



PIONEERING THE FUTURE

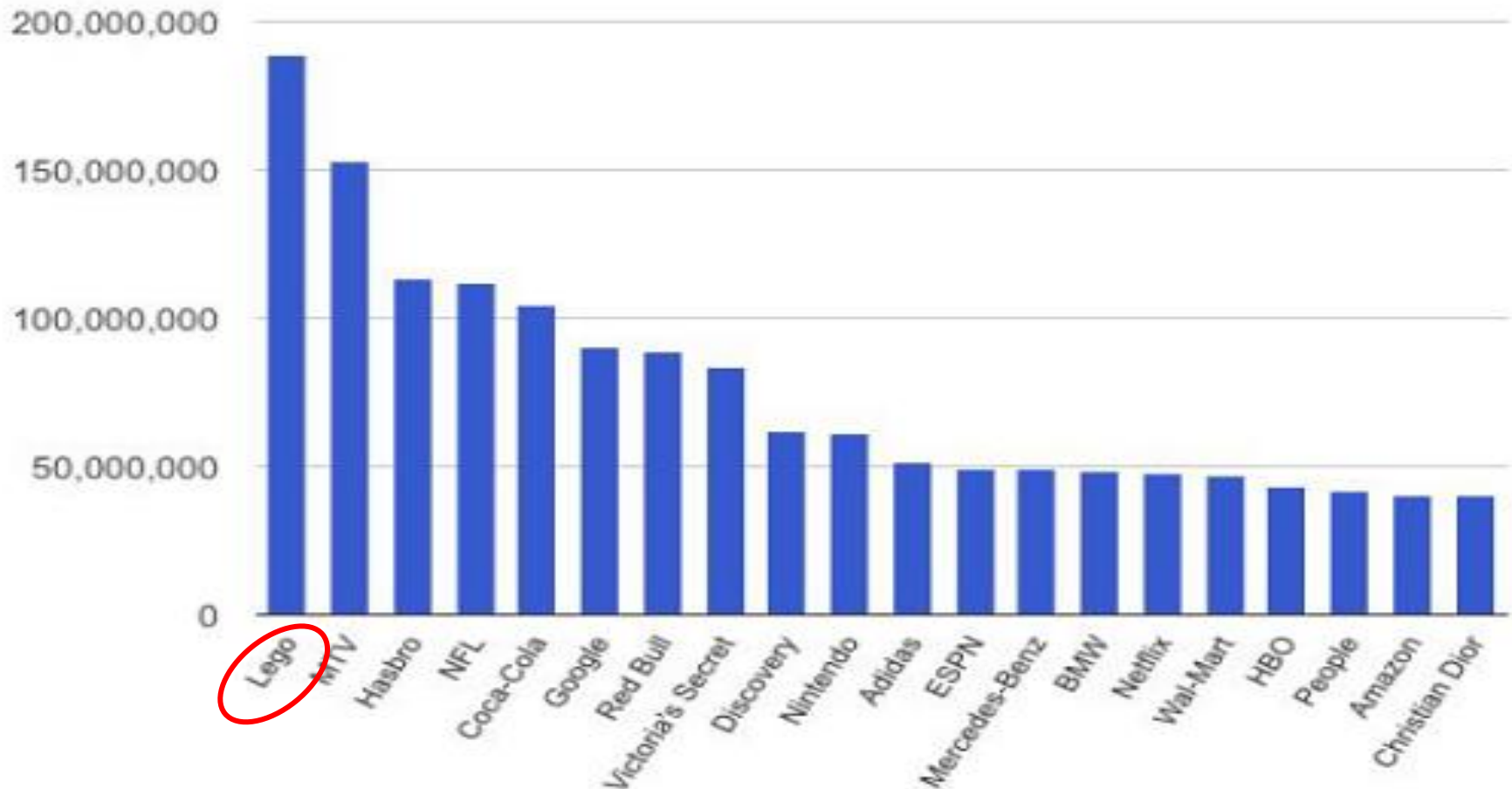




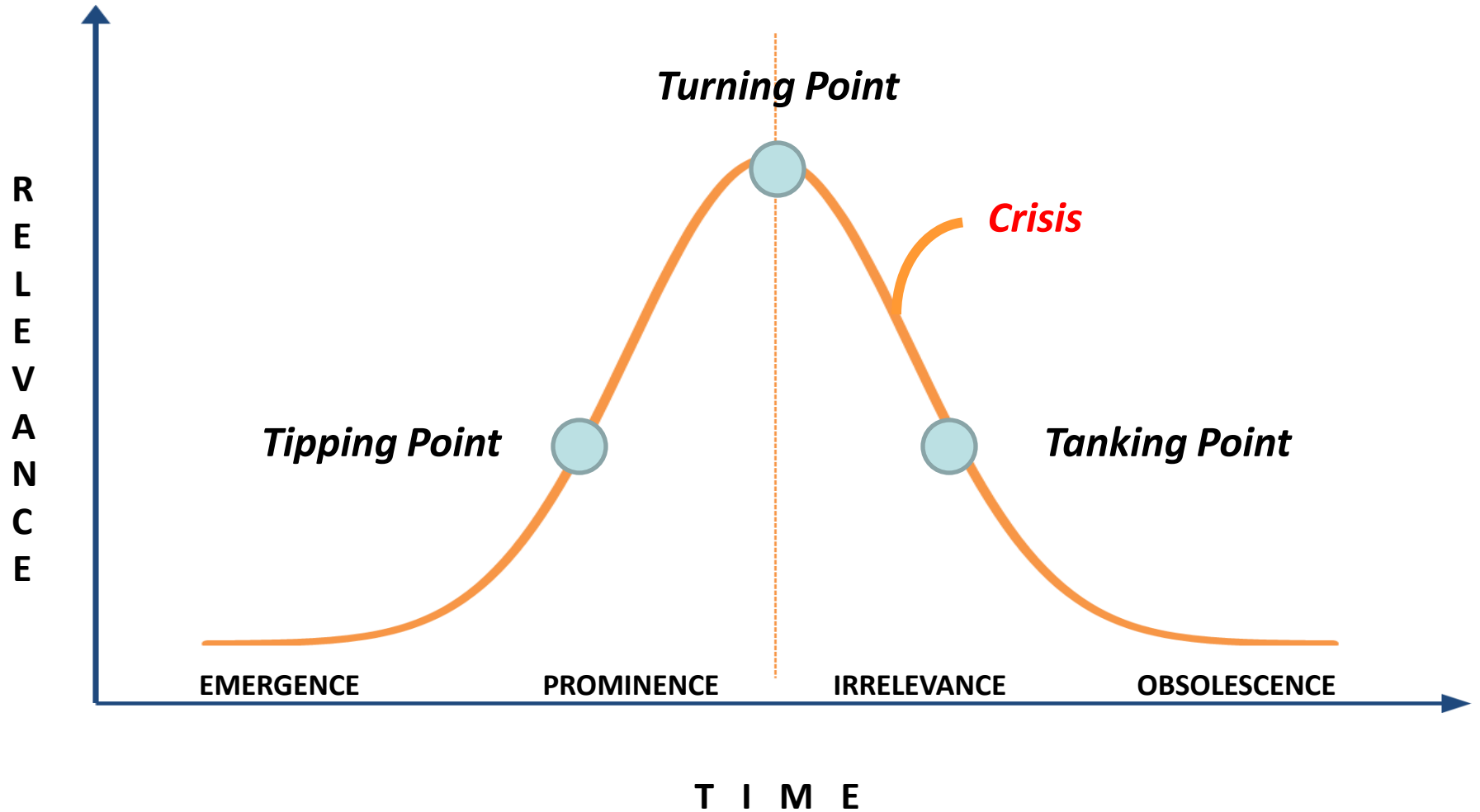




TOP 20 BRANDS Q2 BASED ON LISTENFIRST DIGITAL ENGAGEMENT RATINGS



THE RELEVANCE CURVE



Source: Winning the Battle for Relevance, Michael McQueen

Phase 1: Emergence

- Point of creation or conception
- Time for exploration, experimentation & creativity
- Budgets are low, stakes are high; small victories are celebrated
- Business models, target markets, products change abruptly
- High degree of openness to outside influences, new ideas
- Momentum & market awareness build slowly
- Relevance steadily grows as months, years pass
- **Tipping point:** relevance expands & momentum kicks in

Phase 2: Prominence

- Exciting times – from relative obscurity to the limelight
- Clear idea of the needs & nature of the target market
- ‘So hot right now’ stage
- Focus shifts from creativity to efficiency & innovation
- Best practices are identified, followed through
- ‘Competitors’ start to notice, emulate success formula
- Time for streamlining & specialization
- Risk: with success comes temptation for conceit, complacency
- Coasting along can trigger **transition to ‘turning point’**

Phase 3: Irrelevance

- Realize that ‘something is missing’
- Freshness & vitality seem to evaporate
- Staff going to the motions, same things being done
- Messaging, slogans, begin to be empty rhetoric
- Could be deceiving as signs (financials, etc.) are still OK
- ‘Business as usual’
- Crisis looms – a terrifying experience but... can be a gift!
- Crisis can stimulate creativity & innovation: ‘necessity is the mother of invention’

Phase 4: Obsolescence

- Momentum stalls, denial sets in, fear creeps in, morale down
- Everyone asks, 'what happened? what went wrong?'
- Strategic focus shifts from efficiency to cost reduction & damage control
- Sweeping changes needed
- Options: being acquired, 're-branded', halt operations or utterly become obsolete!

THE \$4000 QUESTION



still



DISCUSSION

EXERCISE 2

Reflecting on the statements below, indicate from scale 1 to 10 how true are these in your Association at the moment:

1. *In the past year, we have reviewed/alterd our operations due to market feedback.*

Not True 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 Very True

2. *We have very few real competitors in the marketplace.*

Not True 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 Very True

3. *Our internal operations today are vastly different from 2 years ago.*

Not True 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 Very True

4. *There is a high sense of enthusiasm, energy and momentum internally.*

Not True 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 Very True

EXERCISE 2

5. *Our 'competitors' tend to copy what we do and not the opposite.*

Not True 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 Very True

6. *New ideas or process innovations are rarely, if ever, met with resistance.*

Not True 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 Very True

7. *There is a strong sense of internal unity and harmony.*

Not True 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 Very True

8. *The last two years have been our best yet.*

Not True 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 Very True

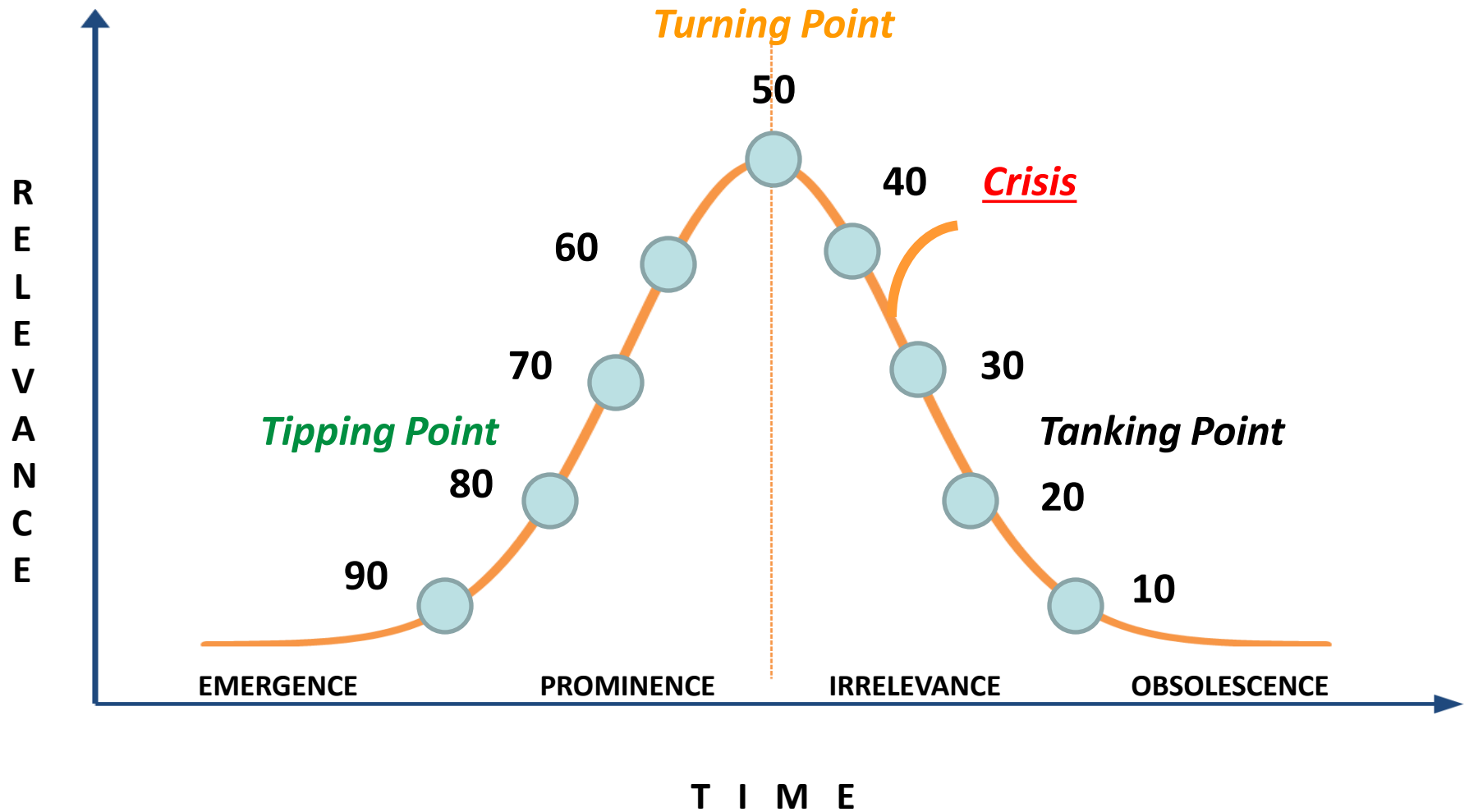
9. *We are more excited about our future plans than our past accomplishments.*

Not True 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 Very True

10. *We spend more time in strategy than maintenance.*

Not True 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 Very True

RELEVANCE CURVE SCORING



Source: Winning the Battle for Relevance, Michael McQueen

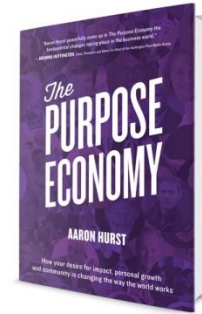
PART 3

Let's now
talk about
“PURPOSE.”



Purpose economy

Purpose comes
from doing
something that we
believe matters.



with

PURPOSE

COMES

Relevance

pur·pose

/ˈpərpəs/

Noun

The reason for which something is done or created
or for which something exists.

Purpose, Mission, Vision

- PURPOSE *guides* you. Your purpose statement articulates *why* you do what you do, *why* your organization exists, and *why* you serve a higher purpose (*your cause*).
- MISSION *drives* you. Your mission statement is *what* you do to accomplish your purpose, and *what* difference you make, *what* change will happen. Your mission is what drives you every day to fulfil your purpose. It's a direct path between your purpose and vision. Mission is doing what really matters and eliminating the distractions.
- VISION is what you *aspire* to. Your vision statement is *where* you will be in the distant future, the results you want to achieve, or the measurable impact you want to make. Vision aligns leaders and followers. It is an on-going process of aligning your mission to your purpose. Vision keeps you on course to fulfil your purpose.

Purpose, Mission, Vision

PURPOSE



you

Why?

MISSION



You

WHAT?

Vision



you

Where?

Purpose Statements



To solve unsolved problems innovatively.



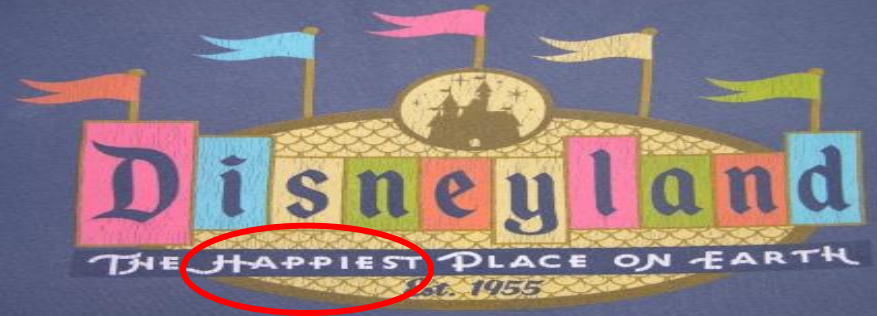
To make people happy.



BOEING To be the cutting edge in aerospace.



Disney



Disney Consumer Products



Helicopter History Site
Thanks Boeing



Helicopter History Site

Donated by the USCG



More examples...





- To improve life **here**,
- to extend life to **there**,
- to find life **beyond**.



WE ARE

A pharmacy innovation company

OUR STRATEGY

Reinventing pharmacy

OUR PURPOSE

Helping people on their
path to better health

OUR VALUES

Innovation

Collaboration

Caring

Integrity

Accountability

Helping people on their
path to better health.



"We inspire and nurture the human spirit — one person, one cup, and one neighborhood at a time"

your Association's
WHAT'S OUR PURPOSE? Raison d'être? DNA?



PCAAE's Purpose Statement



“To make associations sustainable.”

- * To achieve this, the association executives are our agents of change. How? By equipping them to professionalize association governance and management.**



**Association
Executive**

FRONT

**Sustainable
Associations**

BACK

DISCUSSION

GROUP EXERCISE 3

1. Group yourselves into more or less similar-purposed associations, if possible. Initially answer individually why does your Association exists, its *reason for being*.
2. Discuss with your tablemates your Association's purpose statement and compare notes.
3. Present in plenary your group's discussion results.
4. How would you describe your Association on the back of a T-shirt? (*how would you capture the essence of your Association in an image or with a short slogan?*)



REVIEW



O
/
R



END OF SESSION 1

