

Take your association to the next level with executive staff augmentation

Rich Lawson, General Partner – Association ROI

“I wish I could clone myself!”

“If you want it done right the first time...”

Have you ever uttered or thought about these phrases as you struggle to keep your head above water? Busy association executives leading smaller associations are challenged to maintain sufficient and highly-capable staff resources. As an experience association executive myself, I often found it challenging to balance my internal organizational priorities with the directives of leadership. Ideally, they're well-aligned, but often they're not – or even may be in conflict. Add on top of that core executive challenge, the myriad of other responsibilities that jerk you in one direction one minute and the other in the next.

The casualty in all this is usually your new initiatives!

Envisioning, crafting and debuting new association products and services takes a strategic and experienced professional...who also has the time to focus! Small associations are chock full of pitfalls ready to derail these projects and your strained budget rarely allows you to benefit of expanding staff to accommodate the specialized talent and experience you need.

So what to do?

We've been there and we've struggled with these challenges. This is why we chose to start Association ROI, a group of highly-experienced executive consultants dedicated to providing “gap-filling” special skills sets that won't break the bank and allow you as a client to keep your projects on time and on budget. That's definitely the message you want to report back to your board!

A recent client I've been working with really illustrates the types of problems small association's encounter - problems that can prove politically damaging to the executive and negatively impact the member's expectations and experience with the organization. This client had been struggling with a major IT initiative that required migrating member data to a new platform, sunsetting the old system and bringing the new system online. Despite all the best intentions, the reality is their staff is conflicted and distracted by competing priorities. The project milestones had slipped, the roll-out was a year overdue and the pressure was building.

The solution – hire an experienced c-level project manager to work on a part-time basis to manage the project implementation, moderate critical communications between the parties involved, and most important, get the project back on schedule!

This association doesn't have the luxury of employing an experienced full-time Chief Technology Officer. But they could afford to bring in an Association ROI consultant to augment their staff for the duration of the project. With laser focus, our professional is righting the ship and delivering for this client!

So whether you have a specific project to manage or you'd like augment your staff with an experienced executive to fill a long-term strategic staffing need, we encourage all small and mid-sized associations to strongly consider the substantial upside for your organization. C-level staff augmentation is definitely a strategy for success. You can add an experienced association professional to your staff who has been in your shoes, intimately understands your pain points, and will help you get more done for your board and your members!

Rich Lawson has more than 20 years of association experience having held positions including Executive Director, CEO, General Partner, Director of Information Technology and more. Rich has been involved with non-profit organizations including startups to those with more than 50 years in existence and has extensive experience developing strategic, revenue-generating, non-profit programs and services. He has successfully represented and grown associations globally utilizing innovative conference programs and innovative membership development strategies. Rich provides executive services including strategic plan development and implementation, operations oversight, finance and investments, international strategy, publications and communication support, board management, and technology implementation. Rich is currently the President of Lawson Association Consulting and General Partner at Association ROI.



rlawson@AssociationROI.com
www.associationroi.com