

TS&E New Ideas 2021

Leaders Walk the Talk: Creating and Living Your Association's Values



Exercise!



Session Overview



Session Overview

- Importance of Core Values
- Creating your Core Values
- Living your Core Values
- Panel Discussion with Steven and Jodi Ann
- Q & A / Group Discussion



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Introductions

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Nick Weynand

Founder & CEO
Mighty Citizen

- 21 years experience leading a marketing and design agency for mission-focused organizations
- Passionate about creating a great place to work



Steven J. Stout, FASAE, CAE

Executive Director

Texas Society of Association Executives

- 19 years experience as an association executive at both the international and state level



Jodi Ann Ray, CAE

President & CEO
Texas Society of CPAs

- 20 years experience in association and chamber of commerce management



Importance of Core Values

- Alignment
- Shared Language
- Decision Making
- Talent
- Culture
- Service



Creating Your Core Values

- Top Down
- Authentic
- Memorable, Recitable, and User-Friendly
- Headings and Descriptions
- No “Right” Way



Living Your Core Values

- Document
- Practice
- Review
- Rituals and Artifacts
- Use Them for Decisions
- Policies and Procedures



Panel Discussion



Core Value Stories



Personal Core Values

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Decisions Decisions



Do We Really Need Values?

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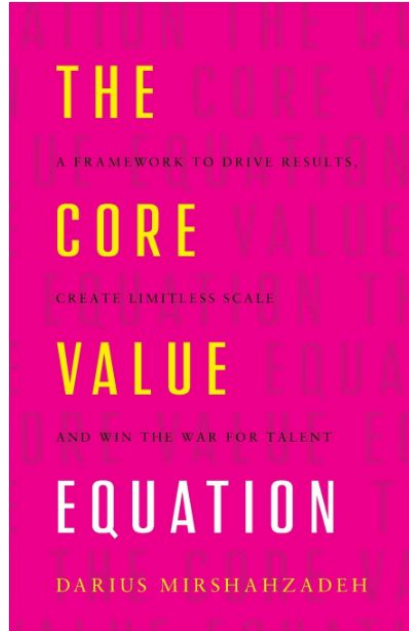
Effects on Membership

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Resources



The Core Value Equation
Darius Mirshahzadeh



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Thank you!

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