

Innovation

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**It is innovation that
distinguishes a leader from a
follower. (Steve Jobs)**



As the global economy slowly evolves from recession, associations face new challenges, roles and opportunities.

In today's interconnected world, it is impractical for associations to delay their innovation initiatives until the economy repairs itself.

To do so is to risk both being well behind the industry curve when the economy does recover, and losing precious opportunities to be a relevant and productive part of the new real estate industry.



Let's start by defining innovation ...

The term innovation refers to a new way of doing something. It may refer to incremental, radical, and revolutionary advances in thinking, products, processes, or organizations.

Innovations are about something new or substantially different, not an insignificant change.

The innovation must increase member value. The goal of association innovation is direct member benefit, to make someone or something better for the members.

A 2009 game changing innovation



Patient records
Automated diagnosis
Automated decision
making
Financial impact
Risk management
Case management



Why now?

The real estate industry, the market and the transaction are experiencing record levels of transition that can only be address through innovation

Today Generation X and Y consumer (60% of your members) will demand and expect nothing less than innovation

Because your associations should not settle for yesterday

What does innovation mean to the Association Executive?

Innovation is the process through which the AE will demonstrate her or his “tomorrow” value and relevance to the organization



What does innovation mean to the Association Leader?

**Innovation is the process through which
the Association Leader's contribution
will be measured by its members and its
history**



What does innovation mean to the Association?

Innovation is the process through which the Association's future role and value proposition will be measured in the eyes of its members



What does innovation mean to the real estate industry?

Innovation is the process through which the real estate industry's relevance will be established in the hearts and minds of the new consumer



“Innovation is the ability to see change as an opportunity - not a threat” You can do this

