

New Strategic Thinking Programs

With the pace of change, power of the consumer, and technology leveraged information tools, a study of future possibilities is crucial for any organization. Today traditional strategic planning programs can be inadequate, so new approaches are needed. Four new programs are available to assist in your strategic thinking.

Impact Issues Presentation

A powerful overview of the issues and concerns challenging the real estate business, this presentation is an excellent way to open your strategic planning session or visioning conference.

Direction Workshop

A workshop for smaller associations, this session begins with a presentation on issues then continues as a workshop for clarifying direction and creating actions.

Strategic Stretch

A seminar for the more advanced association, this program challenges existing strategic directions, plans or concepts, and creates possible alternative responses.

Strategic Planning

A comprehensive strategic planning process, with many choices including: research survey, trends session, scenarios, stakeholders and leaders, focus groups, planning retreat, and implementation.

As the facilitator of hundreds of association strategic thinking sessions, Jerry Matthews has unique and direct knowledge of current real estate concerns. A former CEO, he is known nationally as a leader on future trends through presentations, seminars, articles, books and films.