



Survival: The Responsibility of Leadership

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The current real estate market has impacted Association leaders and AEs in multiple ways. These are new challenges most have not experienced. “Survival” is a group of three sessions that addresses these differing concerns and opportunities: Association Survival, Leadership Responsibilities, and Creating a New Association.

“Association Survival” discusses current actions for Associations to take to address the down market. It evaluates changes in programs, products, and services as well as strong, additional steps to be a lean organization.

“Leadership Responsibilities” discusses the personal impact of a negative market on Presidents and Association Executives. Attitudes and demands of members have changed – some dramatically. Being a Leader can be challenging and lonely.

“Creating a New Association” explores what associations can do now to be organizations of value in the future after the market turns. It evaluates changes in programs, products, and services to position for the future.

Jerry Matthews is the presenter of “Trends in Real Estate”. Jerry assists individuals and organizations in creating successful futures. He specializes in presentations on future trends, facilitation of the strategic thinking process, executive coaching, and consolidations of Associations.

Learn to survive - then thrive.