



Association Focus

In collaboration with ASAE:
The Center for Association Leadership



Monday, October 12 | 2:30-4:00pm

Leading with truth, trust and curiosity in dynamic times

In an era of polarization, misinformation and rapid change, associations play a vital role as trusted sources of knowledge for their professions and industries. Explore how you can strengthen trust and curiosity in your association while helping your community navigate complexity with confidence.

Share perspectives through facilitated discussion and reflection. Identify leadership behaviors that build trust, encourage productive dialogue and support the role of associations in contributing to informed decision-making and societal progress.

- Explore the association's role as a trusted source of knowledge in a changing world
- Strengthen your ability to communicate with transparency, clarity and empathy

- Identify leadership behaviors that build trust and encourage curiosity
- Commit to one practical action to apply at your association

Speakers

Cornell Thomas, Corporate trainer & Professional speaker, Cornell Thomas LLC

Michelle Mason, FASAE, CAE, AAiP
President & CEO, ASAE: The Center for Association Leadership

Monica Cohen, Keynote speaker & Business consultant, Monica Cohen Consulting LLC

Shawn O'Brien, President & CEO,
NABCEP: North American Board of Certified Energy Practitioners

