

ASSOCIATION LEADERSHIP FORUM at IMEX America 2024

CREATED BY ASAE: The Center for Association Leadership

WHEN: Monday, October 7, 1:30 - 4pm

WHERE: South Pacific GH, North Convention Center, Mandalay Bay

Building bridges: Values-driven leadership in divisive times

As an association executive, you're often at the forefront of navigating societal challenges, particularly in these polarized times. In 2024, an election year in the US, the stakes are high, and the discourse - both civil and otherwise - is intensified. You are tasked with guiding your members through these tumultuous times and taking a stance on social issues that could divide your community. How can you facilitate and moderate effectively in such an environment?

David Allison offers a transformative approach using the Valuegraphics Database, which draws on nearly a million global surveys to identify core human values that transcend political and social boundaries.

Keynote

David reveals the results of a custom research project with insights from hundreds of millions of data points. The project has identified specific shared values that will unite association members regardless of their political or ideological affiliations. He shares strategies for leaders to weave these findings into association operations and a simple method to resolve conflicts as they arise.

Thought-leader power panel

David facilitates a panel of association thought leaders as they dive deeper into the data and offer strategies and tactics to unite association boards and members around their shared human values.

PANELLISTS NAMES: **Megan Hemming**, Chief Professional Development Officer, California Special Districts Association and, **Michele Ware**, President, BOMA, Los Angeles

SPECIAL GUEST: facilitated Q&A

KiKi L'Italien, editor-in-chief of Association Chat Magazine and host of the Association Chat Podcast, facilitates a Q&A to help you embrace the principles and priorities unpacked.

KEY LEARNINGS

- 1. Identify common ground:** Learn to navigate discussions not by avoiding differences but by anchoring them in shared human values.
- 2. Facilitate effective discourse:** Learn to create environments where members feel safe to express diverse opinions, ensuring discussions are constructive rather than divisive.
- 3. Stance on social issues:** Learn to take positions on contentious social issues that resonate with your membership's underlying values.
- 4. Actionable strategies:** Receive the Human Values Toolkit containing all the data and insights from the program, and Three Telltale Questions to assess and apply shared values in everyday decision-making and discourse.