

Cathi Hight's 2019 Presentation Topics



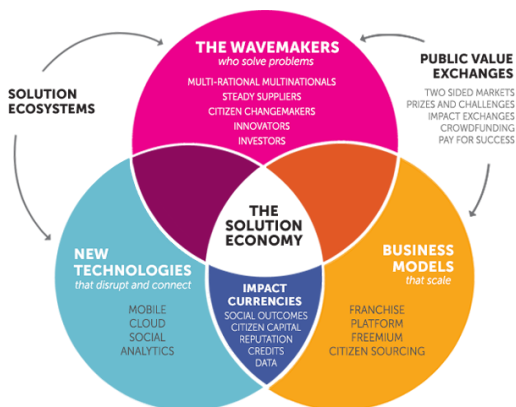
The Future of Membership Models

- Should your revenue model be dependent on dues?
- Do customers need to be members to access your services and products?
- Is your mission member or community-centric?

Disruption in membership models began almost 20 years ago when forward-thinking associations created the first tiered benefits (or dues) models. Social media and speculations about whether Millennials would join and engage in paid membership organizations have stirred up controversial discussions and research studies. Yet, there doesn't seem to "silver bullet" solutions on how to appeal to diverse stakeholders and changing expectations. Explore some of the new membership models being offered by cutting-edge organizations!

In this session, you will:

- Explore trends that are challenging the status quo and the roles of associations.
- Discover three new membership models and the pros and cons of each.
- Share your ideas and learn how other peers are developing new membership models.



The Solution Revolution—Are You a Wavemaker?

- What are the biggest challenges facing your members and the community you serve?
- What role do you play in addressing these challenges?
- Are you a key wavemaker in driving positive change?

Wavemakers are developing a solution economy based on tackling the biggest challenges. They are and will be the catalytic leaders that other people follow and want to serve. Learn what it takes to be an effective wavemaker and position your organization

to be the essential source for information, connections and solutions.

In this session, you will:

- Explore how public and private organizations are converging to develop solutions to address top challenges
- Identify the "Wavemakers" in your community and how you can take the lead to be the solutions broker
- Discover three strategies to employ to be the convener, catalyst and champion your community needs



It's a Whole New World for Associations

- How will trends and driving forces impact your members?
- Which stakeholders will be the winners and losers?
- What strategies should you deploy to remain relevant?

The only thing permanent is change, although the pace of change is accelerating. Driving forces influence trends that will create winners and losers amongst the stakeholders you serve. Expectations for ROI and motivations to be members are being altered. What does that mean for your organization and how you can prepare to be essential over the next decade?

In this session, you will:

- Explore how numerous drivers of change are creating megatrends that will impact your communities and the business of your members.
- Recognize the difference between being proactive and preactive and why you need to shift your focus to solving problems before they impact your members.
- Discover ways to develop a culture of foresight with your board of directors to help navigate the future.
- Learn 5 strategies to deploy to be the essential organization your community can't succeed without.



Member Personas Drive the Decision to Engage

- How do we determine which messages will best resonate with various types of members?
- Do we really know our members and what they need and want?
- Aside from demographics, how else can we segment our membership base?

Creating member personas helps you to better understand the needs of people you want and serve. Personas can help you to recruit and retain more of the members you want. By understanding your members' roles and responsibilities, motivations and drivers, you can create meaningful dialog with them. Learn how to create personas and develop targeted communications and programming that better meets your member segments' needs.

In this session, you will:

- Explore member personas and the benefits of creating them for your organization.
- Identify the information needed to segment your membership by common attributes.
- Discover how to use personas to develop targeted messaging, refine programs and redesign communication strategies.



Member Retention: What's the Silver Bullet?

- Is your retention rate normal?
- Do you drop as many members as you recruit?
- What's the secret to keeping more members?

Nothing is more nerve-wracking than recruiting new members only to see them listed on monthly drop reports. Talk to your peers about what “keeps them up at night” and you’ll find that retention is a common challenge. Just because it’s common doesn’t mean there isn’t anything you can do to reverse the trend.

You can increase member retention by 5% or even 25% if you know what to look for and choose the right strategies to implement. It’s not rocket science and I’m going to show the right approach and proven strategies to increase your retention rate.

In this session, you will:

- Key factors that influence your retention outcomes.
- Which members are most likely to drop and what you can do about it.
- 5 strategies to improve your retention rate.



I Want a Divorce—Why Members Leave and How We Can Make Them Stay

- What does member churn and divorce have in common?
- When does member loyalty develop and how can we influence it?
- How can we develop lifetime relationships with our members?

Don't you find it frustrating when you recruit new members and they jump ship without even trying to make membership work for them? Realizing that you are in the “relationship” business is the first step to begin to understand members’ expectations and how to develop a long-term relationship that provides “win-win” for both of you. This session correlates patterns found in marriage and membership, and how you can leverage insights to deliver better experiences, manage expectations, and create alignment between diverse interests and perceptions. And here’s a bonus for your participation: You will improve your own personal relationships and help others to do the same!

In this session, you will:

- Discover what we can learn from divorce patterns and how they correlate to membership churn.
- Explore expectations and how you can improve relationships with members.
- Develop strategies that strengthen member relationships and increase your Lifetime Value outcomes.

Four Principles of Neuroscience



The Science Behind Member Loyalty

- Is member retention more of a science than an art?
- How can neuroscience show me how to develop loyal members?
- Do engagement levels correlate with member loyalty?

Loyal members reduce churn, attract a better pool of new members and have a positive impact on your bottom line. While the search continues for the membership silver bullet, perhaps it's a better idea to learn about the science of loyalty and how you can structure programs

that reward desired behaviors like engagement, renewing and investing in long-term strategic initiatives. Learn how experiences with three parts of our brains help form deeper relationships, stronger connections and ensure member loyalty.

In this session, you will:

- Explore the four principles of loyalty and how our brains develop loyalty towards brands and organizations.
- Recognize the difference between member satisfaction and loyalty and how to move the needle up.
- Consider whether you should create a loyalty program instead of a retention plan.
- Explore how other organizations have applied neuroscience to develop more loyal members.



Smart Recruiting—Key Practices that Retain Members and Improve Your Bottom Line

Recruiting new members just to meet monthly sales goals is a short-sighted approach with lingering consequences. Let's be honest, proactive retention starts with smart recruiting.

Explore data mining, industry benchmarking, and online tools and strategies that help you work smarter. Whether you're a seasoned pro in the

association industry or a newcomer looking to improve your performance metrics, this session offers insights to increase your bottom line.

In this session, you will:

- Discover how to use a Member Profile Matrix to offer benefits that appeal to different types of members
- How to recruit members that are more likely to renew
- What are the characteristics of your "Ideal Members?"
- How to increase your market share through smart recruiting practices
- What it takes to get "buy in" from leadership and staff to change your recruiting behaviors



3 Strategies to Onboard New Members

- Are new members gung-ho about joining and then check-out after a few months?
- Do new members drop their membership because they don't see the value?
- Are you tired of recruiting "one and done" ?

First-year members tend to have the lowest retention rates and can prevent you from achieving your revenue goals. Although you have so much to offer, it may feel overwhelming for them to navigate benefits and receive the value intended. Learn proven strategies that make renewals a no-brainer or new members!

In this session, you will:

- Recognize the importance of focusing on the 1st-year member experience.
- Explore how successful integration of new members influence engagement and renewals
- Discover 3 strategies that make renewals a no-brainer for new members.



The 10 Commandments of an Effective Board

- How do you keep board members accountable?
- What's the perfect composition of a board?
- Do your directors deliver on the 3 Ds?

You depend on your Board of Directors to create a strategic direction, help to achieve mutually-agreed on goals, and leverage their expertise to complement those of paid staff.

So, what does it take to have a Board where every director has a vested interest in your success? It starts with aligning leadership to a compelling "Why?", making sure you have the "right people on the bus," and ensuring they understand their roles and responsibilities. Learn the "secret sauce" that the best boards possess and how to reboot your board for success.

In this session, you will explore:

- The 3Ds of effective governance.
- Proven recruitment and engagement strategies.
- 3 ways to develop accountability and results.

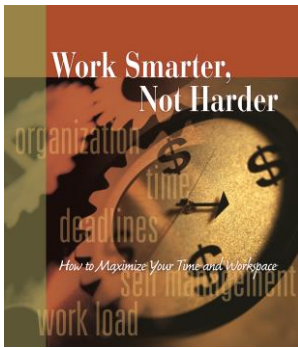


The Solutions Room

This participant-led session dictates the topics and challenges facing your attendees. This is the “unconference” session with no formal presentations. Instead, there are facilitated conversations, answers to questions, and brainstormed solutions with peers. **The Solutions Room** uses the power of collaboration to identify best practices on everything from marketing, programming, revenue and programming. Whether you are in the beginning stage of your career or a seasoned pro, **The Solutions Room** offers valuable insights into the challenges faced by today’s Organization professionals.

In this session, you will:

- Share a pressing challenge facing you or your Organization.
- Experience a roundtable of peers will provide you advice you can apply when you get back.
- Explore a process that could also help your members leverage the power of collaboration.



Strategies to Work Smarter, Not Harder

- Do you need better time management skills and don't know where to start?
- Do you your day fighting fires and dealing with unnecessary interruptions?
- Do you feel "busy" yet accomplish little of what's really important?

If you're tired of working longer hours than you'd like and want to "up your productivity", then this session is what you need. Explore time management strategies that will save you 6 hours a week. Take back control of your time, priorities and your sanity!

In this session, you'll:

- Take the Time Mastery Scorecard and rate your skills in 12 different time management areas
- Explore where your time goes and how to spend less time in 'crisis' mode
- Discover strategies to gain 6 more hours a week to get more done with less stress



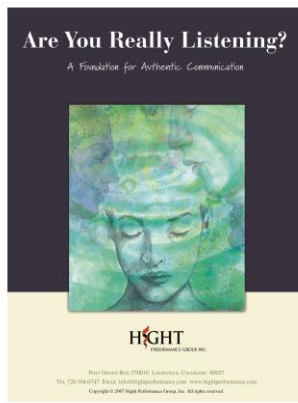
What Motivates Me?

Money or the amount we make is proven not to be a motivator. So, what motivates employees to show up every day and stay with the same organization long-term? Our decision is based on expectations that become 'psychological contracts' with our employers. Whether spoken or unspoken, met or unmet, our expectations have a powerful impact on thoughts, feelings and behaviors, and play a key role in driving employee retention.

Explore 10 universal work expectations, what motivates you and your team members, and how to create work environments that meet everyone's needs. This is an interactive session. *(All participants will take a Work Expectation assessment to identify their motivators.)*

In this session, you will explore:

- Explore the top 10 reasons employees leave organizations
- Discover work motivators and their importance in retention
- Recognize your own work motivator and how to get more of what you want in your role
- Determine others' motivators and how you can help them get what they want, too



Are You Really Listening?

- What happens when you use the wrong listening style for the situation?
- Have you ever been accused of “not listening” when you thought you were?
- How do you determine what others need from you so you can resolve conflicts and improve interactions with others?

Good communication is one of the most valued skills in the workplace. Miscommunication occurs because people use their “preferred” listening style instead of the appropriate one.

Effective listening is crucial to communicating productively on a team and performing in an organization. Explore the five listening styles and learn to become an active and purposeful listener on a team and in all interpersonal communication settings. This is an interactive session. *(All participants will take a Listening assessment to identify listening styles.)*

In this session, you will explore:

- Explore the characteristics and challenges of ineffective listening
- Identify five listening approaches and how they are used in communication
- Assess individual listening approaches and their strengths and shortcomings
- Recognize the benefits of using more than one listening approach

SPEAKER BIO: Cathi Hight, Hight Performance Group, Inc. (HPG)



Cathi Hight is a Kaizen consultant and President of Hight Performance Group. Considered as the Membership Guru and the developer of *The Member Retention Kit* and *A New Approach to Tiered Membership*, Cathi helps associations meet the expectations of their members. She provides realignment strategies that help associations of all sizes manage constant change, deliver benefits that members value, leverage volunteer and staff resources efficiently, and effectively communicate the value of membership.

Cathi was a national trainer for ACCE (Association of Organization of Commerce Executives) for membership development and has been an instructor for the U.S. Organization of Commerce's *Institute for Organization Management* since 2004. Cathi has presented at numerous association and organization conferences, including the Great Ideas event for ASAE and the ACCE Convention. She is a member of the Austin Human Resource Management Association (AHRMA), the Association of Organization of Commerce Executives (ACCE) and the American Society of Association Executives (ASAE).

CATHI HAS PRESENTED TO:

- American Association of Medical Society Executives
- American Society of Association Executives
- Association of Chamber of Commerce Executives
- Arizona Chamber Executives
- Arkansas Chamber of Commerce Executives
- British Columbia Chamber of Commerce Executives
- Canadian Chamber of Commerce
- Carolina Association of Chamber of Commerce Executives
- Chamber Alliance of New York State
- Chamber of Commerce Executives of Canada
- Chamber of Commerce Executives of Ohio
- Colorado Association of Homes & Services for the Aging
- Colorado Chamber of Commerce Executives
- Colorado Government Finance Officers Association
- Colorado Society of Association Executives
- Conference of Metropolitan Bar Associations
- Council of State Restaurant Associations
- Florida Association of Chamber Professionals
- Georgia Chamber of Commerce Executives
- Georgia Society of Association Executives
- Illinois Association of Chamber of Commerce Execs
- Indiana Chamber of Commerce Executives
- International Society of Hotel Association Executives
- Kansas Chamber of Commerce Executives
- Kentucky Chamber of Commerce Executives
- Louisiana Association of Chamber of Commerce Executives
- MAKO (Missouri, Arkansas, Kansas, Oklahoma) Chamber conference
- Massachusetts Association of Chamber of Commerce Executives
- Mid-America Chamber Executives
- Mid-America Society of Association Executives
- Midwest Energy Association
- Minnesota Chamber of Commerce Executives
- Mississippi Economic Develop Council
- Missouri, Arkansas, Kansas, Oklahoma Conference
- Montana Association of Chamber Executives
- National Corn Growers Association
- National Funeral Directors Association
- New England Chamber of Commerce Executives
- New Jersey Association of Chamber of Commerce Executives
- New Mexico Chamber Executives Association
- Oklahoma Chamber of Commerce Executives
- Oregon State Chamber Association
- Pennsylvania Association of Chamber Professionals
- Southern California Chamber of Commerce Executives
- Texas Chamber of Commerce Executives
- Texas Rural Water Association
- Texas Society of Association Executives
- U.S. Chamber of Commerce
- Veterinarian Medical Association
- Washington Chamber of Commerce Executives
- Western Association of Chamber Executives
- Wisconsin Chamber of Commerce Executives
- Wyoming Chamber Partnership

Don't Just Listen to Us! Here's What Our Clients Say About Cathi Hight

"Cathi Hight delivered exactly what my members needed: effective ways to identify the value their organization provides to the different types of members they have along with ways to deliver that value through an effective membership model."

Lisa Weitzel, Illinois Association of Organization of Commerce Executives

"What a great workshop! Cathi is so gifted and so knowledgeable about Organizations and our membership challenges!"

– Minnesota Organization of Commerce Executives (MCCE) Participant

"Cathi Hight did a wonderful job at our Women's Leadership Conference. I had seen her speak at another conference a couple of years ago and so enjoyed the actionable information that I received, that I recommended her to speak at our conference. I was not disappointed. Our attendees were very impressed with her seriousness and "no nonsense" presentation. Cathi gives her audience real world, applicable information that is needed in today's rapid change work environment. I highly recommend her.

Kim Eason Rozycki, Director of Events & Marketing, Cunningham Center, Columbus State University

"I work with a variety of speakers, and Cathi was a delight – organized, detail-oriented and deadline-friendly. Better yet, she received great reviews from our attendees. One noted, 'Cathi's program actually allowed me to completely revisit how I perceive volunteer leadership and my own effectiveness.' Cathi is that rare combination of a professional who is a breeze to work with and delivers thought-provoking content."

--Wendy Kavanagh, CAE, President, Georgia Society of Association Executives

"Thank you for bringing your membership expertise to the first-ever MAKO conference. In these challenging times, it's important for us to be reminded of the basics of member service as we constantly seek the 'new' programs that will make a difference. You helped us focus on both."

*Tracey Osborne Oltjen, President/CEO, Overland Park Organization,
Chair of the Missouri, Oklahoma, Kansas, Arkansas Conference*

"Cathi Hight is a wealth of knowledge on membership issues and her presentations consistently deliver great value with practical takeaways. It's apparent that Cathi is plugged in to the Chamber network and "gets" the Chamber - you can count on her advice being timely and relevant."

*Shelley Morris, Executive Director
CCEC (Chamber of Commerce Executives of Canada)*