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Seven Themes of Successful Associations -- A Holistic Perspective

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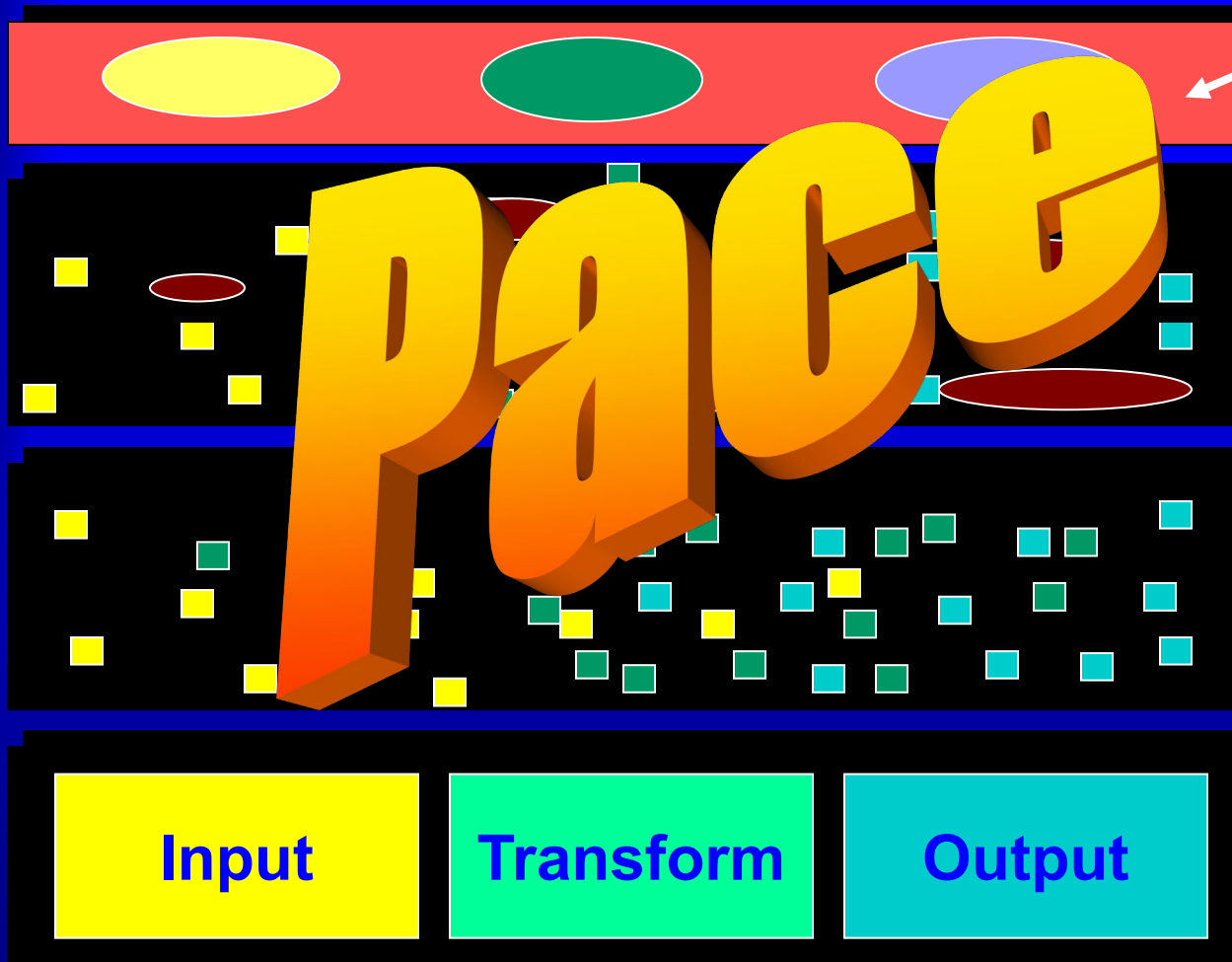


Seven Themes of Successful Associations - a Holistic Perspective

Virtual Consulting, Inc.

Understanding Change

New Meta-System

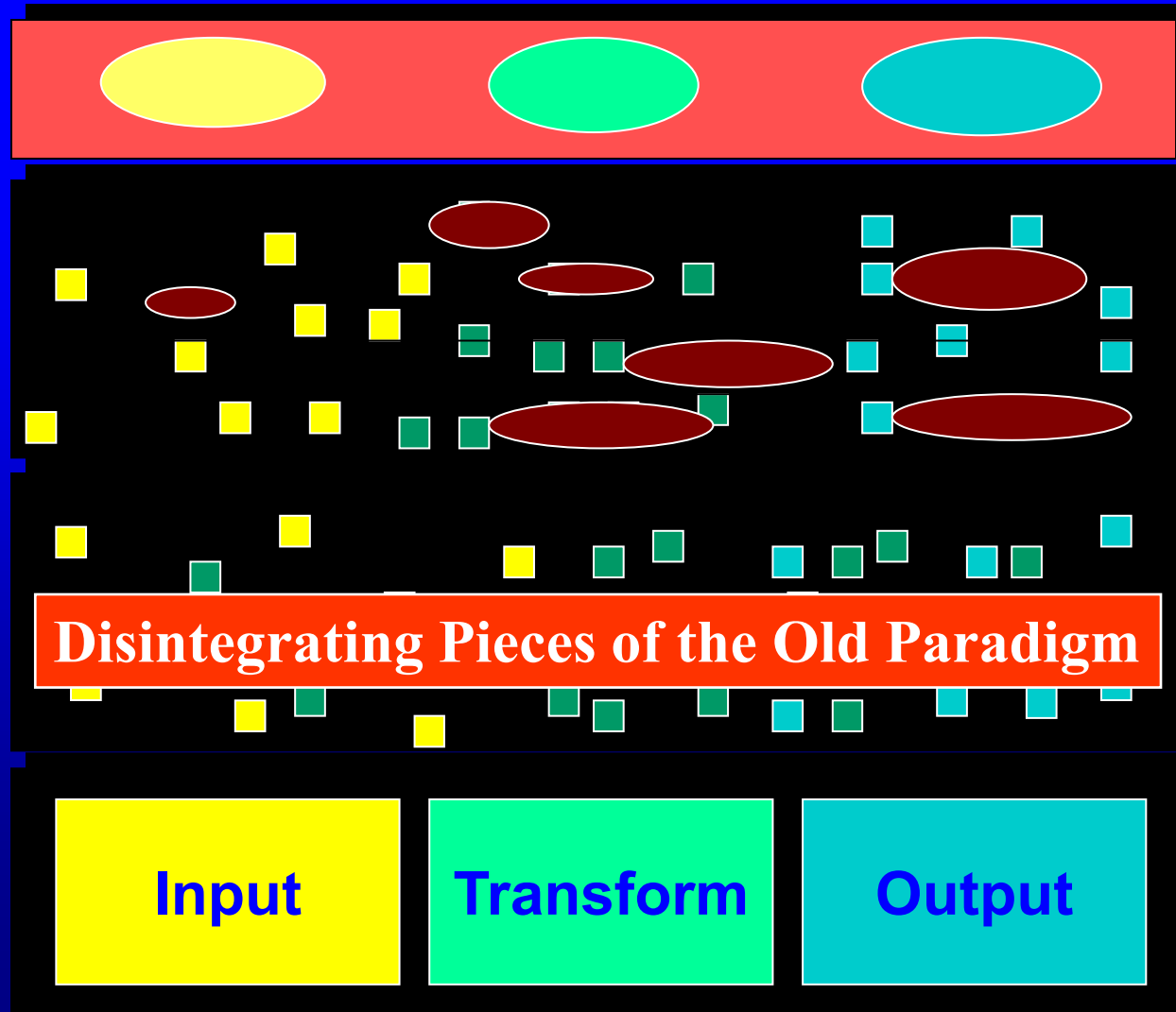


New Paradigm

Change Paradigm

Old Paradigm

What should Associations focus on?

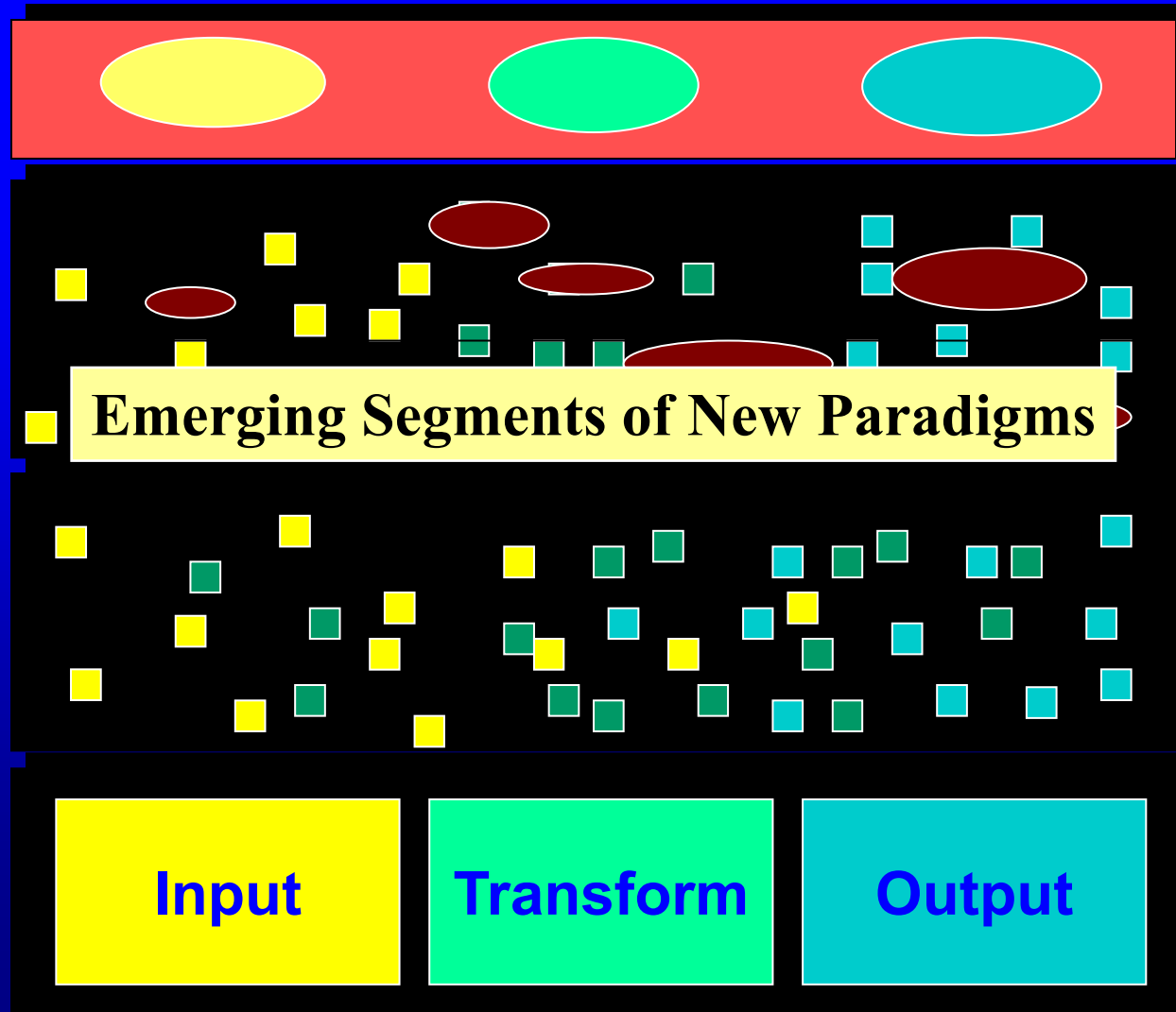




Disintegrating Pieces of the Old Paradigm



What should Associations focus on?



Disintegrating Pieces of the Old Paradigm

Member-
ship

Comm/
Marketing

CPE

Technical
Services



Mobilize
Membership

Driving
Markets to
Members

Enabling
Members to
Deliver

Establishing
Rules & Regs

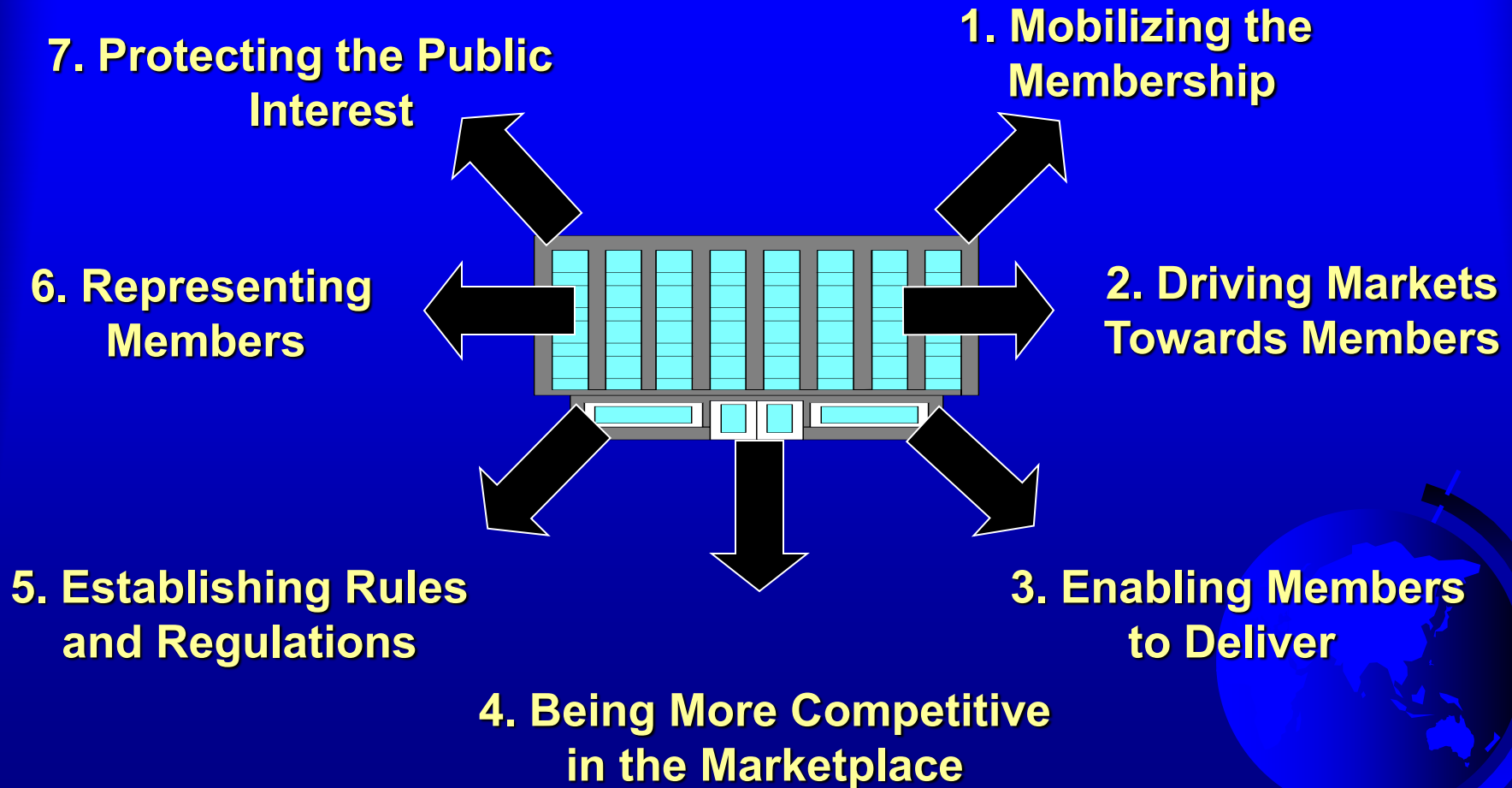
Protecting
Public
Interest

Represent
Members

Being More
Competitive



STRATEGIC THEMES



Mobilize Membership

- To motivate, encourage and energize member involvement in the association
- Focus: ‘next generation’ membership marketing campaign, strategic alliances and partnerships, and enhancing current membership efforts



Driving Markets to Members

- Making the CPA the first choice for solutions to a variety of issues in the marketplace (branding)
- Focus: Pulling and herding markets to CPAs based on high-level strategy focused on:
 - Values, image and vision rather than specific CPA services or products.



Enabling Members to Deliver

- Enabling members to deliver solutions (products, services, expertise) to markets, employers and clients.
- Focus: Effective alignment of customer service, rapid product development cycles, and leveraging of strategic partners and vendors to enable CPAs to meet market demand and deliver solutions.



Being More Competitive in the Marketplace

- Raising barriers to entry in current and potential CPA markets by:
 - providing service excellence and competence
 - out-innovating the competition
 - creating brand image for the profession
 - creating exclusivity in products and distribution channels
 - increasing the value-add of traditional and exclusive CPA services by moving up the economic value platform



Establishing Rules & Regulations

- Strategies that create non-regulatory “rules of the game” in the business and economic marketplace. Establishing critical benchmarks for a market-based platform.
- Focus: Self-regulatory and strategic. Emphasis on leading market-based competitive strategy and position.



Representing Members

- New messages and delivery mechanisms focused on new and existing arenas for the CPA of the future.
- Focus: Communications, advocacy, stakeholder lobbying and other representative efforts that align the association and the profession with the future identified in the vision process.



Protecting the Public Interest

- Positioning the profession to capitalize on the founding value of public interest
- Focus: New ways of promoting awareness and understanding of the need for public interest in it's broadest sense:
 - public interest in global economies



Conclusion

- **The Future Will Not Reflect The Past**
- **Manage Transformation Through Vision**
- **Membership Is The Key**
- **Value-add Services Bring Members**
- **Appreciate The Economic Imperative**

