



## **BAodn April 17, 2010 Membership Meeting Staying Relevant in a Down Economy Notes from Meeting and Membership Input**

### **Agenda Items/Member Input**

- Welcoming remarks by BAodn President Paul Konasewich
- Member introductions
- 2010 Strategic Initiatives presented by BAodn President Paul Konasewich. (Refer to power point presentation – 2010 BAodn Strategy\_Member Meeting Slides)
- 2009 Year-End Financial Report presented by BAodn Treasurer Katherine Hart (Refer to pdf – 2009 End of Year Financial Results)
- Membership discussion of possible long-term scenarios for BAodn organization
  - Status Quo
  - Privately run
  - Downsize Structure

### **Group Input – Opportunities to Expand/Improve BAodn and Review of Scenarios**

- Increase Event Revenue
  - Increase marketing efforts
  - Wider audience appeal
- Serve Tangible Services to Members
  - Look for opportunities to make contributions
  - Investigate non-profit status opportunities
  - Able to practice OD
  - Provide a WIIFM to members
  - Provide work as interns for students
  - Offer student internships and focused opportunities
  - Catalogue what students have to offer for internship opportunities
  - Partner students with seasoned practitioners
  - Identify better ways to be value-add
- Marketing Arm for BAodn
  - Venture capital outreach to provide services to clients



- Outreach on Facebook
  - Member Value
    - Need to have regular monthly meetings
  - Broadening Draw (Appeal) of Events Both to OD and Other Fields
    - Offer regular monthly meetings that appear to a broader range of professionals
    - Enhance With webcasts and webinars for scheduled monthly meetings
    - Thought Leader Series
    - Facebook for advertising – Become a Fan with BAodn
  - Partnering with Academic Institutions
    - Academic institutions provide validity for the organization
  - Partnering and Build Alliance Relationships
    - Organizations include; IMC, ASTD, Coaching
    - Partner with professional organizations such as: Safety, Engineering, Strategy
  - Online Communities for BAodn Members
    - Facebook to build presence
    - Easy to use social media opportunities
    - Able to publish nationally
  - BAodn to Co-Host with Organization (i.e. Alumni Events) to Present at JF Kennedy University
    - Co-host annual network opportunities with other schools/universities
  - BAodn to Offer Certificate Programs (Partner with Universities)
    - Opportunity to teach and outreach
  - Senior OD Practitioners to Offer Mentorships for Students
  - Explore covering administration (and associated activities) from Virtual Assistants
  - Build on BAodn #1 Location on Goggle to Advertise and Move Organization Forward
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- Member Round Robin Discussions

**Discussion 1: What commitments might an OD Professional need to make to be relevant or forge a future?**

**ANSWER:**

- Need to take risks, be open to change, and take a stand
- Leading from the future with new eyes
- Look at what companies need
- Chameleonesque – Get in wherever you can and open up the opportunities from there
- Continuous learning and education
- Understand business trends
  - Assess to know needs of the work needed



- Business acumen
- Open to change of all kinds and all sorts
- Grasp clients pain and how it affects their business
- Use Social Media
  - Gallup studies on employee disengagement
  - Employee engagement using the web at work
- Embrace and enhance personal use of technology
- Use different forms of media to align relevant thinking

### **Discussion 2: What current assumptions need to be challenged?**

#### **ANSWER – Assumptions to Challenge:**

- Money is not there
- There will be no change and everything will go back to normal
- Hard to demonstrate the value of OD
- BAodn is out-of-date (outdated) and not longer relevant
- OD doesn't add value to bottom line results

### **Discussion 3: What action will you make to do something toward relevance in the next 24 hours?**

#### **ANSWER:**

- Answer personal value questions
- Read a business article/book
- Clarify level of expertise I bring to OD
- Keep commitment to research PhD programs
- Identify skills and accomplishments I bring
- Identify list of 10 behaviors that would lead to success
- Develop personal mission
- Blog about the BAodn membership meeting
- Ask questions of clients – what's your pain?
- What is OD – Answer as my elevator pitch
- Expand networking outside of OD and HR
- Join BAodn
- Let the answer arise naturally
- Another marketing push for 2010 BitW
  
- Closing remarks by Chanterria McGilbra, Incoming 2010-2011 BAodn President.