

CSAE

PUBLICATIONS CATALOGUE

January 2020



CANADIAN SOCIETY OF ASSOCIATION EXECUTIVES
SOCIÉTÉ CANADIENNE DES DIRECTEURS D'ASSOCIATION

Table of Contents

Table of Contents	3
Advocacy	6
Government Relations for Canadian Associations: How to be the Voice of Your Members with Government	6
Communications	7
Briefing Executives in an Information-Intensive World	7
How to End the Turf Wars and Build Cohesive Relationships between Units in Your Association	7
Knowing Y: Engage the Next Generation Now	8
Media Relations for Canadian Associations: How to Be the Voice of Your Members in the Media	8
Social Intelligence Demystified: How Associations Can Master the New Rules of Engagement in the Digital World	9
Core Competencies in Association Professional Development, 2nd Edition.....	9
Finance	10
2020 CSAE Canadian Associations Financial Operations Report - PRE-SALE - Now \$50 Off Regular Price!	10
Governance / Board	10
199 Ideas: Build a Better Board	10
Best Practices and Tools for Not-for-Profit Boards, 2nd Edition (Print and PDF)	11
PDF Version	11
Board Governance Classics Volume I: A Compilation of Articles, Tools and Templates.....	11
Board Governance Classics Volume II: A Compilation of Articles, Tools and Templates.....	12
The Complementary Model of Board Governance.....	12
The Imperfect Board Member	13
Duties and Responsibilities of Directors of Not-for-Profit Organizations, 4 th Edition	13
Enhancing Committee Effectiveness: Handbook for Committee Chairs, Staff Liaisons and Committee Members.....	14
Guide to Effective Committees for Directors of Not-For-Profit Organizations, Third Edition.....	14
Governing Board, The	15
Governing for Growth Facilitator's Guide.....	15
Guide to Positive Staff-Board Relations for Directors of Non-Profit Organizations - 4th Edition	16
Making an Impact as a Not-for-Profit Board Chair	16
Practical Guide to Governing Your Volunteer Organization, A.....	17
Role of Volunteers in Non-Profit Organizations	17
Supporting the Decision to Join: What Association Boards Should Know and Do About Membership and Affiliation ...	18
What Makes High Performing Boards.....	18
Human Resources	19

CSAE 2019/2020 Benefits and Compensation Report (PDF only).....	19
Marketing.....	20
199 Ideas: Creative Communications & Public Relations	20
199 Ideas: Powerful Marketing Tactics That Sell	20
Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand.....	21
Meetings	21
Guide to Better Meetings for Directors of Non-Profit Organizations.....	21
Minute Takers Handbook, The, 4 th Edition	22
Membership.....	22
199 Ideas: Membership Recruitment and Retention	22
199 Ideas: Member Service and Engagement	23
Decision to Join: How Individuals Determine Value and Why They Choose to Belong, The	23
ROI of Membership: Today's Missing Link for Explosive Growth, The	24
The End of Membership as We Know It.....	24
Supporting The Decision to Join: What Association Boards Should Know and Do About Membership and Affiliation ..	25
Research.....	25
CSAE Canadian Association Census (PDF Only).....	25
Revenue	26
199 Ideas: Raising Revenue.....	26
Re-Thinking Association Non-Dues Revenue Research Report and Strategies Guide	26
Senior Executives	27
101 Boardroom Problems and How to Solve Them.....	27
Board and CEO Roles for Achieving Association Goals	27
Benchmarking and Best Practices for Associations	28
From Insight to Action.....	28
Learning Links.....	29
Making Your Mark as a Not-for-Profit Board Member: An Orientation Guide for New Members of Not-for-Profit Boards, Second Edition	29
New CEO's Guide: Advice for the First-Time, Aspiring, or Current Association Executive, The	30
What Makes an Effective Association: Benchmarking for Performance	30
Strategic & Business Planning.....	31
Designing Your Future: Key Trends, Challenges, and Choices Facing Associations and Nonprofit Leaders.....	31
In Any Event: A Guide for Designing Successful Association Events.....	32
Race for Relevance: 5 Radical Changes for Associations	32
Road to Relevance: 5 Strategies for Competitive Associations	33
Strategic Planning for Associations and Not-for-Profit Organizations.....	33

Stuff Happens... But you can sleep at night by making your association reputation resilient	34
Succession Planning: Succeeding at Succession Planning.....	34
Talent Generation: How Visionary Organizations Are Redefining Work and Achieving Greater Success.....	35

Actual online prices are subject to change without notice. The prices presented reflect normal prices and not those related to additional discounts or sales.

[Email us](#) if you spot any errors or have any questions.

Advocacy

Government Relations for Canadian Associations: How to be the Voice of Your Members with Government

by Huw Williams

Become the Government Relations Voice Your Association and Members Deserve

Because Canada's complex lobbying and **government relations** landscape is always changing, this popular CSAE monograph has been significantly updated and expanded.

Within, you'll find:

- Tips from experience and valuable case study examples.
- Details relevant to the *Lobbying Act* and other lobbying policies and regulations.
- Effective advocacy methods.
- Strategies for meeting with government representatives and committees.
- Grassroots lobbying tactics that work (and why some don't.)
- ... and more valuable information to add to your association's government relations toolbox.



Format	Softcover	Dimensions	22.5 cm x 15 cm
Publisher	CSAE		

Price (Non-Member)	\$36.95	Price (Member)	\$31.50
---------------------------	---------	-----------------------	----------------

BUY NOW

Communications

Briefing Executives in an Information-Intensive World

by Laurence Mussio, Ph.D.

This practical monograph by Dr. Laurence Mussio, Adjunct Professor in the Department of Communication Studies and Multimedia at McMaster University, examines the two pivotal pillars of organizational success: effective communications and intelligent leadership.

It provides a solid foundation for improved executive briefings and includes an in-depth discussion of two important dimensions - the quality and structure of decision making and managing massive information flows - and the connection between them. These pages will help you deal with information and email overload; discover the not-for-profit advantage in the information age; develop better briefing documents, and identify the key messages of successful briefing notes, executive summaries, and dynamic reports. As Dr. Mussio points out, well-prepared briefing notes allow decision makers to focus on those skills they're expected to perform best: strategic thinking and program execution.



Format	Softcover	Dimensions	21.5 cm x 14 cm
Publisher	CSAE		
Price (Non-Member)	\$15.85	Price (Member)	\$10.50

BUY NOW

How to End the Turf Wars and Build Cohesive Relationships between Units in Your Association

by Ron Knowles, FCMC

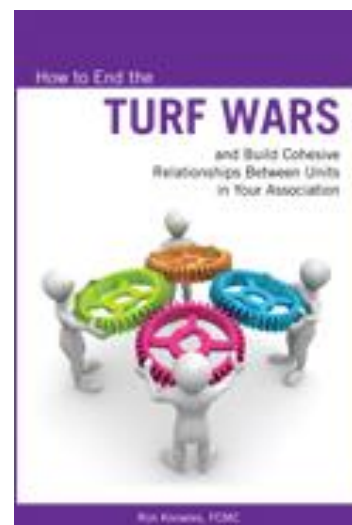
One of the most important productivity tools at work is effective working relationships. And nowhere are these relationships more complex than in multi-faceted not-for-profit organizations where chapters, affiliates, districts, branches, etc. often fight for limited resources and attention.

In this environment, turf wars are inevitable, right? **Wrong.**

Veteran association management consultant Ron Knowles knows it doesn't have to be that way. In *How to End the Turf Wars*, he shows you the concrete steps you can take to reach a higher level of cohesiveness—so you can get more done, with less conflict.

This book outlines a comprehensive framework, from organizational structure to leadership to special initiatives, and offers detailed success stories from organizations across Canada.

Whether you are the CEO, a senior manager, on the board of directors, or volunteering at the chapter or branch level, this book can help you learn to work together to achieve your organization's goals.



Format	Softcover	Dimensions	22.5 cm x 15 cm
Publisher	CSAE		
Price (Non-Member)	\$26.21	Price (Member)	\$19.46

BUY NOW

Knowing Y: Engage the Next Generation Now

by Sarah L. Sladek

How can associations attract Generation Y as members, leaders, and employees? By 2015, Generation Y will overtake the Baby Boomer population in the workforce which will significantly impact the economy and association community. In "Knowing Y: Engage the Next Generation Now," author Sarah Sladek provides sound advice on engaging Generation Y, offers insight on the impending economic revolution and makes a compelling argument for why associations need to assimilate Gen Y's into their organizations now.

While many association leaders are waiting for Generation Y to come of age and change their engagement habits to mirror the habits of previous generations who joined associations as their careers and age advanced. Sladek discusses why this will not be the case and how associations need to evolve to meet Gen Y's dynamics. This intriguing publication describes the unique influences which have shaped Generation Y and have served to impact their value systems, how they communicate, purchase, and connect differently than previous generations.

Format	Hardcover	Dimensions	23.5 cm x 15.5 cm
Publisher	ASAE		
Price (Non-Member)	\$33.50	Price (Member)	\$28.50



BUY NOW

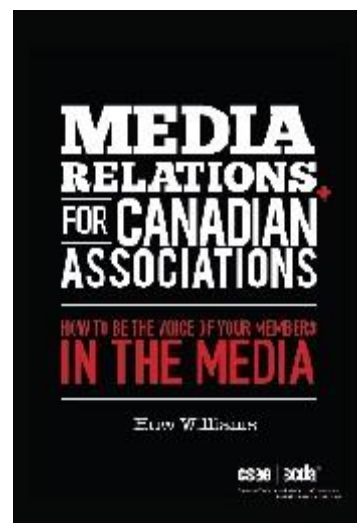
Media Relations for Canadian Associations: How to Be the Voice of Your Members in the Media

by Huw Williams

The World of news and information has gone from a 24-hour cycle to an almost instantaneous barrage of where news agencies file stories online and journalists Tweet news with the absence of traditional filters and delays. The challenge for association staff is to properly prepare to manage today's fast-paced media cycle to avoid putting your association at risk of becoming irrelevant to members. An association's need for sharpened media relations and information management skills has never been so critical.

This insightful publication from nationally recognized media relations expert, Huw Williams provides a thorough understanding of today's media machine and demonstrates how your association can apply a concise and workable plan to deliver framed messages to its target audiences.

Format	Hardcover	Dimensions	22.5 cm x 15 cm
Publisher	CSAE		
Price (Non-Member)	\$37.50	Price (Member)	\$31.50



BUY NOW

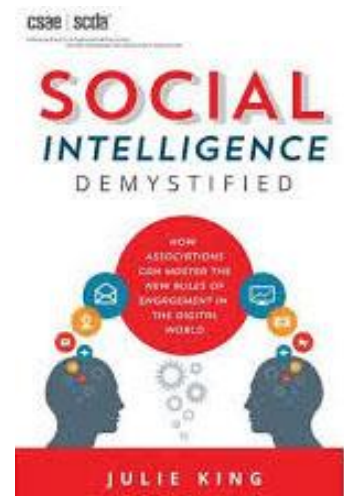
Social Intelligence Demystified: How Associations Can Master the New Rules of Engagement in the Digital World

by Julie King

The Internet has had a profound impact on the way people come together and discover information, resulting in a new form of social intelligence that affects all associations. Not-for-profits are uniquely positioned to dominate under the new rules of engagement, yet they face significant risks and must be prepared for tough competition from the business sector.

In this important and timely publication, social media expert, Julie King, provides association leaders, staff and volunteers with a concise, big-picture understanding of these changes and how to move forward using actionable steps. This fascinating book empowers associations to make smart decisions about how they can and should be leveraging digital technologies in their organizations and provides an invaluable array of tools for them to do so.

Format	Softcover	Dimensions	22.5 cm x 15 cm
Publisher	CSAE		
Price (Non-Member)	\$42.00	Price (Member)	\$36.00



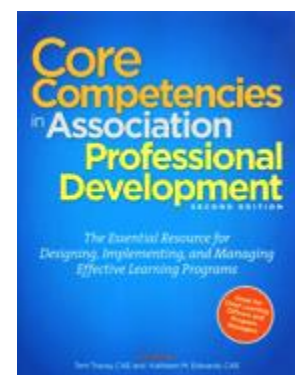
BUY NOW

Core Competencies in Association Professional Development, 2nd Edition

by Terri Tracey, CAE and Kathleen M. Edwards, CAE
(Editors)

Creating, implementing and running a highly successful association education program takes many different disciplines and skill sets. These core competencies, collected and reviewed by ASAE's Professional Development Section Council, provide the over-arching foundation for structuring and managing a successful education program. The authors use their extensive experience to define precisely and comprehensively the what, why and how of crafting an education program that your customers will find valuable.

Format	Softcover	Dimensions	28 cm x 21.5 cm
Publisher	ASAE		
Price (Non-Member)	\$64.95	Price (Member)	\$49.95



BUY NOW

Finance

2020 CSAE Canadian Associations Financial Operations Report - **PRE-SALE - Now \$50 Off Regular Price!**

by **CSAE**

The 2020 CSAE Canadian Association Financial Operations Report provides an in-depth look into key operating ratios within Canada's association sector and serves as a reliable benchmarking tool on revenue sources and expenses. This updated edition offers insight into trends and shifts that have emerged since the 2017 issue of the report was published.

This invaluable and much-anticipated report gives data and analysis of costs associated with governance activity, auditing practices, event activities and more. It also provides insightful information into revenue and costs associated with membership and non-dues revenue activities as well as expenses associated with marketing, fundraising (no comma) and government relations. The data is segmented by organizational type, size and geographic location.

Format	E-Book	Pages	93
Publisher	CSAE		
Price (Non-Member)	\$499.00	Price (Member)	\$349.00



BUY NOW

Governance / Board

199 Ideas: Build a Better Board

By **Douglas M. Kleine, CAE (Editor)**

Boards always want to do a good job—in providing vision, influencing strategy, and fulfilling fiduciary responsibilities. But they need a little help along the way. That's where you come in—by orienting, communicating, and shaping an environment conducive to their work. Challenging, yes. But this is an action-oriented little book and it can help.

199 Ideas: Build a Better Board is designed to ease the work of all those who work with boards. Staff, CEOs, and others will find it inspirational and insightful.

Format	Softcover	Dimensions	15 cm x 23 cm
Publisher	ASAE		
Price (Non-Member)	\$35.95	Price (Member)	\$28.95



BUY NOW

Best Practices and Tools for Not-for-Profit Boards, 2nd Edition (Print and PDF)

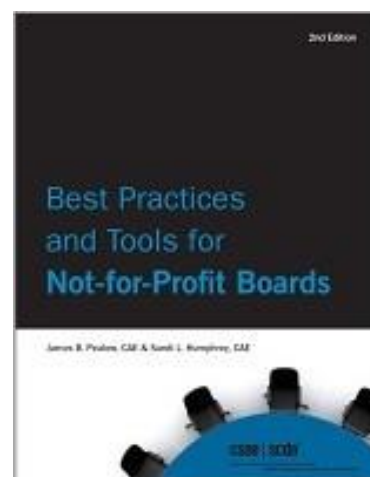
by James B. Pealow, CAE & Sandi L. Humphrey, CAE

Effective governance is key to any associations success. Building upon the no-nonsense, pragmatic approach used to address key issues in the first edition, Best Practices and Tools for Not-for-Profit Boards, 2nd Edition, provides further insight and guidance to ensure the success of your Board. This book combines best practices and easy-to-use tools to help develop and enhance Board leadership and capacity and addresses an array of fundamental, but critical questions:

- What is the Board's real role?
- What are Boards and individual members liable for?
- How does the Board determine priorities?
- What policies should the Board implement and uphold?

Best Practices and Tools for Not-for-Profit Boards, 2nd Edition is an essential resource for all senior association executives and volunteer leaders in Canada.

Format	Spiralbound	Dimensions	28 cm x 21.5 cm
Publisher	CSAE		
Price (Non-Member)	\$99	Price (Member)	\$89
PDF Version			
Price (Non-Member)	\$89.10	Price (Member)	\$80.10



BUY NOW

BUY NOW

Board Governance Classics Volume I: A Compilation of Articles, Tools and Templates

by CSAE

In an ideal world, senior association staff and board volunteers would function flawlessly together: meetings would always be good-natured, positive and harmonious; and decisions would always be constructive, balanced and sensible.

We do not live in an ideal world!

Board Governance Classics compiles over 60 of CSAE's most popular articles, checklists, tools and templates from the Members Only area of CSAE's website, Association™ magazine, The Association Agenda newsletter and the former CSAE Volunteer Newsletter into one terrific reference publication.

Note: This publication was previously published as *Board Governance Classics: A Compilation of Articles, Checklists, Tools & Templates*. The content is the same although the cover has been updated.

Format	Spiralbound	Dimensions	28 cm x 21.5 cm
Publisher	CSAE		
Price (Non-Member)	\$26.95	Price (Member)	\$20.50



BUY NOW

Board Governance Classics Volume II: A Compilation of Articles, Tools and Templates

by CSAE

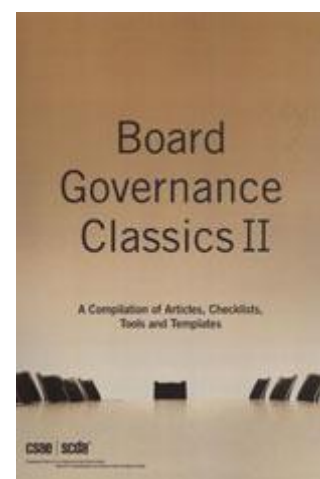
Board Governance Classics is a compilation CSAE's most popular articles, checklists, tools and templates available in the Members Only area of our website, AssociationTM magazine, The Association Agenda newsletter and the former CSAE Volunteer Newsletter.

The writers who contributed these articles understand that association executives must pay attention to board succession planning, orientation and development – these issues are critical to overall success. They also realize that senior Board volunteers are typically well educated, highly accomplished and tirelessly dedicated to their organizations. Often, however, when you put them together where they must share decision-making with others you encounter problems.

Our goal is to help senior association executives and Board volunteers deal with the important challenges your associations face together. If you're fortunate to be part of a high-performing Board, we believe the articles will still prove to be an invaluable reference resource.

No matter how you characterize your relationship with your Board today, we hope in some small way this publication contributes to enhancing it tomorrow.

Format	Spiralbound	Dimensions	28 cm x 21.5 cm
Publisher	CSAE		
Price (Non-Member)	\$19.88	Price (Member)	\$15.71



BUY NOW

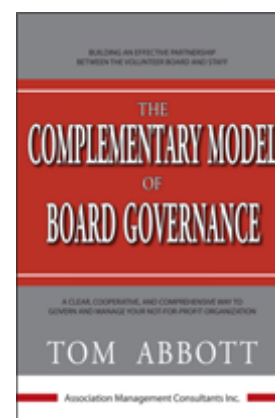
The Complementary Model of Board Governance

by Tom Abbott

A clear, cooperative way to govern and manage your not-for-profit organization by building an effective partnership between your volunteer board and staff.

The purpose of the book is to describe a policy-based model of governance and management that can be readily adopted within not-for-profit organizations (NPOs). It comes complete with examples and templates of documents used in NPOs following the Complementary Model of Board Governance. The book will provide much needed assistance to volunteers and staff of small, mid-sized and large NPOs who are trying to cope in an environment of contracting resources and expanding demands for services.

Format	Hardcover	Dimensions	23 cm x 16 cm
Publisher	Association Management Consultants Inc.		
Price (Non-Member)	\$29.95	Price (Member)	\$25.95



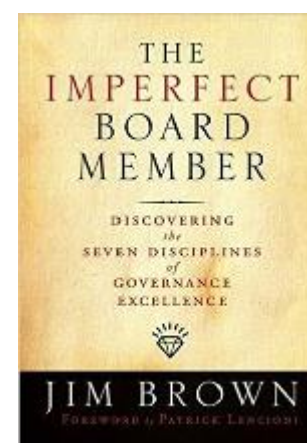
BUY NOW

The Imperfect Board Member

by **Jim Brown**

This popular book has received much praise for being extremely easy to read and for taking a topic that can often be discussed dryly and bringing it to life in a manner that truly resonates with audiences so that they enthusiastically take the next steps to developing a healthy board.

Format	Hardcover	Dimensions	21.5 cm x 14.5 cm
Publisher	Jossey-Bass		



Price (Non-Member)	\$32.95	Price (Member)	\$26.95
---------------------------	---------	-----------------------	----------------

BUY NOW

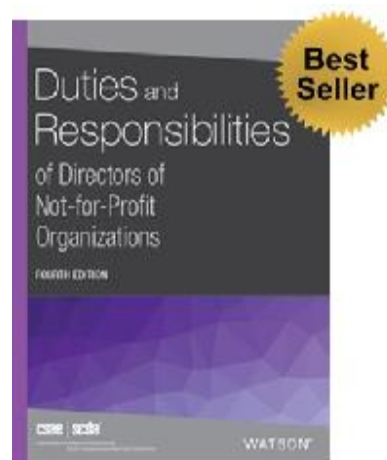
Duties and Responsibilities of Directors of Not-for-Profit Organizations, 4th Edition

by **WATSON Advisors**

Duties and Responsibilities of Directors of Not-for-Profit Organizations is the most popular book published by CSAE and is recognized as essential reading for all individuals who sit on not-for-profit boards in Canada. This book provides a road map of the important duties and liabilities of the directors of not-for-profit corporations and offers general practice points to help directors meet their obligations, reduce liability risk and govern more effectively in an increasingly complex environment.

In this publication's fourth edition, Watson Advisors provides requisite information on the roles, duties, liabilities and protection of directors as well as updates resulting from recent legislative changes of federal and Ontario legislation governing not-for-profit corporations.

Format	Softcover	Dimensions	23 cm x 15 cm
Publisher	CSAE		
Price (Non-Member)	\$27.95	Price (Member)	\$21.95



BUY NOW

Enhancing Committee Effectiveness: Handbook for Committee Chairs, Staff Liaisons and Committee Members

by John F. Schlegel, PharmD, MEd, CAE

One of the most practical reference tools you can give your committee members, this handbook offers a quick how-to reference for carrying out committee responsibilities. The booklet provides checklists and sample job descriptions for both staff liaisons and committee chairs. Learn helpful tips for developing agendas, conducting orientation, writing reports, and presiding over meetings.

Format	Softcover	Dimensions	23 cm x 15 cm
Publisher	ASAE		
Price (Non-Member)	\$18.95	Price (Member)	\$14.95



BUY NOW

Guide to Effective Committees for Directors of Not-For-Profit Organizations, Third Edition

by Sandi L. Humphrey, CAE

Committees are a vital component of a successful organization. When they work effectively, committees provide valuable insight and advice to the board of directors and staff, and can help an organization efficiently achieve its goals and vision. They can also connect an organization with the attitudes and concerns of its members and serve as an important training ground for future leaders. But when committees do not function well, the results can be detrimental.



Format	Softcover	Dimensions	23 cm x 15 cm
Publisher	CSAE		
Price (Non-Member)	\$27.95	Price (Member)	21.95

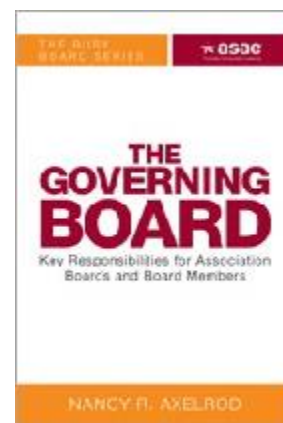
BUY NOW

Governing Board, The

by Nancy R. Axelrod

Written by leading governance consultant, Nancy Axelrod, this publication provides an overview of the priorities of association Board members. It assists in the training of Board members, helps members focus on strategic rather than operational matters and identifies the key characteristics that distinguish great Boards.

Format	Softcover	Dimensions	23 cm x 15 cm
Publisher	ASAE		
Price (Non-Member)	\$19.95	Price (Member)	\$15.95



BUY NOW

Governing for Growth Facilitator's Guide

by Nancy R. Axelrod, with cases by Dan Raftery

Great strategic thinking at the governance level of a not-for-profit organization doesn't just happen. It takes a framework for the discussion that is appropriate to the organization's goals and that makes sense to the participants. And it takes skilled organization and facilitation of the discussion to make it happen.

Inside, you'll find: Using 7 Measures of Success to Strengthen Board Dialogue and Decision Making, Nancy Axelrod writes for individuals charged with actually bringing about a board's strategic discussion. Considerations for designing a strategic dialogue. Advice on preparation. Questions to think through in advance of the discussion. A sample facilitation framework that can be adapted to a 90-minute discussion planned as part of a board meeting. Case studies demonstrating organizations' success around each of the characteristics and practices identified in the original 7 Measures of Success

Format	Softcover	Dimensions	25 cm x 18 cm
Publisher	ASAE		
Price (Non-Member)	\$32.95	Price (Member)	\$25.95



BUY NOW

Guide to Positive Staff-Board Relations for Directors of Non-Profit Organizations - 4th Edition

by Sandi L. Humphrey, CAE and Donald G. Evans

Through their examination of commonplace scenarios, authors Sandi L. Humphrey, CAE and Donald G. Evans identify ways in which not-for-profit boards and staff can overcome the challenges that impede them from meeting organizational objectives and maximizing joint effectiveness.

This guide provides practical recommendations for establishing trust, open communication and enhanced productivity in the relationship between staff and their volunteer leaders.

This publication's fourth edition serves as an invaluable resource in helping staff and board members understand their respective roles and thrive as a team. Countless organizations throughout Canada include this guide as a critical orientation and training tool for their board members and CEOs.

Format	Softcover	Dimensions	23 cm x 15 cm
Publisher	CSAE		
Price (Non-Member)	\$27.95	Price (Member)	\$21.95



BUY NOW

Making an Impact as a Not-for-Profit Board Chair

by Sandi L. Humphrey, CAE

If done well, the job of Board Chair can have a considerable impact on an organization as a whole. It has the capability of significantly enhancing an organization's effectiveness, efficiency, and public image. The opportunity before every Board Chair is to implement strategies which will enable that potential to be realized.

This practical publication is designed to help volunteer Board Chairs who serve organizations with paid staff to properly prepare for this critical role and is an essential resource for association staff in assisting with the orientation of Board leaders.

Format	Softcover	Dimensions	23 cm x 15 cm
Publisher	CSAE		
Price (Non-Member)	\$26.50	Price (Member)	\$20.50



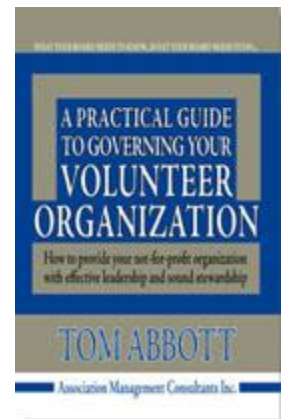
BUY NOW

Practical Guide to Governing Your Volunteer Organization, A

by Tom Abbott

The purpose of this book is to provide a short, self-contained guide for NPO success – a book of significant value to volunteer directors who serve on the organization's board. It will also be of benefit to the chief executive officer (CEO) and staff members of the NPO. The book is intended to be useful to a wide spectrum of NPOs. In particular it is addressed to directors of small to mid-sized organizations, including associations, charities, and public sector groups. The material dealing with planning, governance, board training, and monitoring will also be of benefit to larger NPOs.

Format	Softcover	Dimensions	14 cm x 21 cm
Publisher	Association Management Consultants Inc.		
Price (Non-Member)	\$29.95	Price (Member)	\$25.95



BUY NOW

Role of Volunteers in Non-Profit Organizations

by Jack Shand, CAE, and Kenneth Thacker

One of the greatest challenges facing associations and other non-profit organizations is recruiting and retaining talented volunteers who can make a valuable contribution. This guidebook provides a straightforward overview of non-profit organizations, their structure and purpose, and how volunteers fit into the process. Information is directed to both association staff leaders, to aid in recruiting and retaining volunteers, and to volunteers themselves - to provide them with a clear picture of what is expected once they choose to volunteer.

Format	Softcover	Dimensions	21.5 cm x 14 cm
Publisher	CSAE		
Price (Non-Member)	\$24.00	Price (Member)	\$19.00



BUY NOW

Supporting the Decision to Join: What Association Boards Should Know and Do About Membership and Affiliation

by James Dalton

When board dialogue turns to value proposition and membership strategy, it is vitally important to have intelligence that is grounded in sound research. ASAE & The Center's 2007 research study *The Decision to Join: How Individuals Determine Value and Why They Choose to Belong* is essential intelligence for membership organization CEOs and staff. Realizing that digesting the full study may be a daunting prospect for the harried board member, author James Dalton has mined the 2007 study for the most important board-level implications. He has added insight that will resonate with governance-level leaders and put it all in leader-friendly form. Here are but two takeaways you'll want to share with your board:

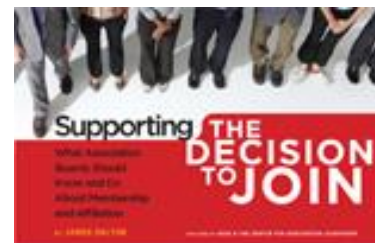
Member involvement drives loyalty, so a measure of involvement should be an organizational performance metric.

Board members should check the assumption that their views reflect those of rank-and-file members.

Membership-organization boards have a strategic responsibility for membership development, and *Supporting The Decision to Join* provides leadership a vital perspective - in a package board members will find digestible. No board member should be without *Supporting The Decision to Join*.

Format	Softcover	Dimensions	21 cm x 14 cm
Publisher	ASAE & The Center		
Price (Non-Member)	\$26.95	Price (Member)	\$19.95

BUY NOW



What Makes High Performing Boards

by Beth Gazley, PhD and Ashley Bowers

What Makes High-Performing Boards will help you compare your organization's governance activities to the association benchmarks appropriate for your field. But the goal is to take you further - to understand what strategic choices will have the greatest impact on organizational performance. This book can then be used to start (or continue) a conversation within your organization about how to achieve the qualities of a high-functioning board. As authors Gazley and Bowers observe, "A high-functioning board may not have all of the answers, but it's willing to invest in learning them."

Format	Softcover	Dimensions	21.5 cm x 15 cm
Publisher	ASAE		

Price (Non-Member)	\$41.95	Price (Member)	\$51.95
---------------------------	---------	-----------------------	----------------

BUY NOW



Human Resources

CSAE 2019/2020 Benefits and Compensation Report (PDF only)

by CSAE

The annual **CSAE Benefits & Compensation Report** is a critical benchmarking report specific to salary and benefit information on all levels of staff within Canada's not-for-profit and association communities. This 38th edition provides insight on remuneration data, statistics and emerging trends relative to executives, directors, managers and frontline employees working in all types and sizes of organizations within the sector. It serves as a key reference for sector leaders and their boards, as well as executive search and consulting firms.

The 2019/2020 report is based on the contributions from 334 organizations, representing approximately 2,600 employees. It investigates the many factors relevant in determining appropriate levels of compensation and benefits offered to not-for-profit employees.

Data is segmented by:

- Staff Age, Gender, Education, Role, Levels of Experience and Seniority
- Organization Type, Number of Employees, Annual Revenue and Geographic Location
- Employment and Retirement Benefits, Incentive Plans, Bonuses and Allowances



This report is provided in PDF format for your convenience.

Format	E-Book	Pages	143
Publisher	CSAE		
Price (Non-Member)	\$399.00	Price (Member)	\$299.00

BUY NOW

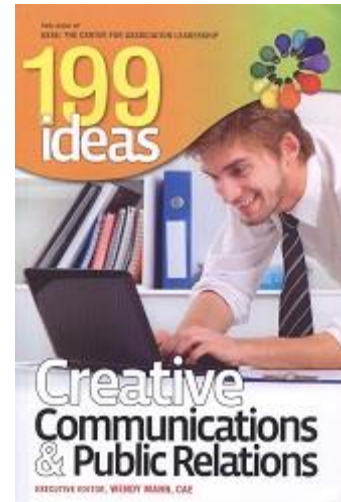
Marketing

199 Ideas: Creative Communications & Public Relations

by Wendy Mann, CAE

On-the-mark communication is what *199 Ideas: Creative Communication and Public Relations* is all about. Communication Experts in the association community shared their collective wisdom and experience to create this handbook brimming with ideas for bolstering communication activities. In addition to communication strategy and planning, you'll get tried and true tactics for:

- Print and electronic publications
- Public relations
- Social media
- Websites
- Writing and editing skills
- Speaking and presenting



Format	Softcover	Dimensions	23 cm x 15 cm
Publisher	ASAE		
Price (Non-Member)	\$35.95	Price (Member)	\$28.95

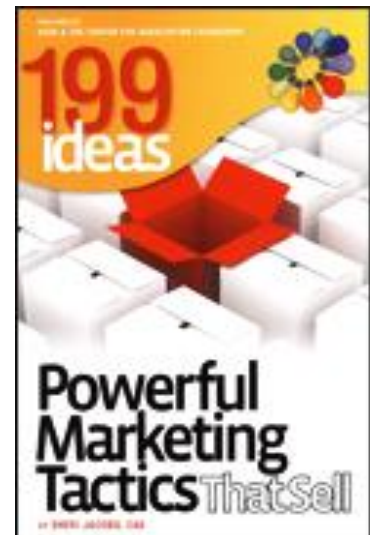
BUY NOW

199 Ideas: Powerful Marketing Tactics That Sell

by Sheri Jacobs, CAE

Marketing has changed. Members and customers are far more discriminating and are far less loyal. They are bombarded with messages from the moment they wake up and check their e-mail to the moment they turn off the TV and go to sleep.

If you are looking for powerful new ideas and market-tested tactics to break through the static, attract and retain members, meeting registrants, sponsors, or customers, this book is for you.



Format	Softcover	Dimensions	23 cm x 15 cm
Publisher	ASAE		
Price (Non-Member)	\$35.95	Price (Member)	\$28.95

BUY NOW

Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand

by Jeremy Miller

Jeremy Miller, a CSAE Workshop facilitator and Conference speaker has released this intriguing publication for all associations that want to grow a remarkable and “sticky” brand that will resonate with members.

Companies like Apple, Nike, and Starbucks have made themselves as recognizable as they are successful. But large companies are not the only ones who can stand out. Any not-for-profit willing to challenge industry norms and find innovative ways to serve its members can develop a recognized and respected brand presence.

Sticky Branding is an association's branding playbook, providing ideas, stories and exercises to make your organization stand out, attract members, and grow into a reputable brand.

Format	Softcover	Dimensions	23 cm x 15 cm
Publisher	Author		
Price (Non-Member)	\$29.99	Price (Member)	\$22.99



BUY NOW

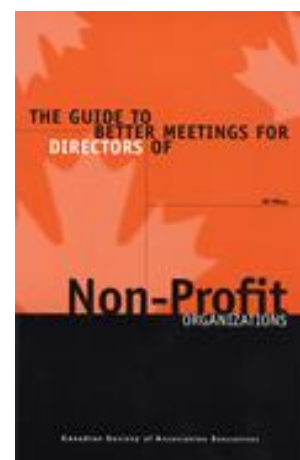
Meetings

Guide to Better Meetings for Directors of Non-Profit Organizations

by Eli Mina

Non-profit organizations can ill-afford to spend money, not to mention the time of volunteers, staff and members, on unproductive meetings. In fact, with the rising costs of meetings and the reduced time that volunteers are willing to commit, non-profit organizations must take the initiative to enhance and improve the value of meetings. This how-to guide provides a simple, straightforward approach to meetings suited to the needs of non-profit organization stakeholders, and is the ideal guide for non-profit directors.

Format	Softcover	Dimensions	21.5 cm x 14 cm
Publisher	CSAE		
Price (Non-Member)	\$26.50	Price (Member)	\$20.50



BUY NOW

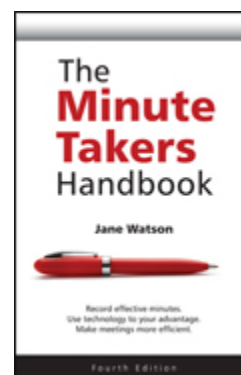
Minute Takers Handbook, The, 4th Edition

by Jane Watson

Minute takers perform a vital function at meetings. Without effective minutes, many of the ideas and decisions made at meetings would be lost. This revised fourth edition of *The Minute Takers Handbook* is designed to help all people who are involved in the minute-taking process, either on an occasional or regular basis.

Along with helping you to become a confident minute taker, it provides techniques and examples to enable you to produce concise, accurate minutes for all types of meetings.

Format	Softcover	Dimensions	21 cm x 13.5 cm
Publisher	CSAE		
Price (Non-Member)	\$31.50	Price (Member)	\$20.95



BUY NOW

Membership

199 Ideas: Membership Recruitment and Retention

Recruiting and retaining members takes a lot of hard work, creativity, and communication to cut through today's intensifying competition. Everyone gets a little stale, and often associations find themselves in the same old trap of "this is how we've always done it." With *199 Ideas: Membership Recruitment and Retention* you'll take your recruitment and retention efforts to new levels.

Format	Softcover	Dimensions	23 cm x 15 cm
Publisher	ASAE		
Price (Non-Member)	\$35.95	Price (Member)	\$28.95



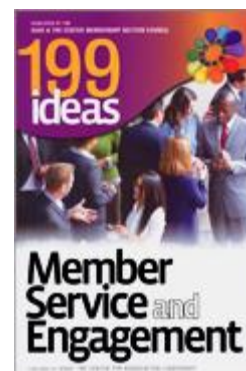
BUY NOW

199 Ideas: Member Service and Engagement

199 Ways to Improve the Member Experience! Do you want to create exceptional member experiences? Realize the competitive advantages of a high-service staff culture? Nurture an ever-more-loyal base of member-ambassadors?

This 199 Ideas guide is full of ways to achieve all three. From suggestions for memorable ways to welcome new members to tips for meaningful volunteer involvement, this little book is a treasure trove of practical—and executable—ideas.

Format	Softcover	Dimensions	15 cm x 23 cm
Publisher	ASAE		
Price (Non-Member)	\$35.95	Price (Member)	\$28.95



BUY NOW

Decision to Join: How Individuals Determine Value and Why They Choose to Belong, The

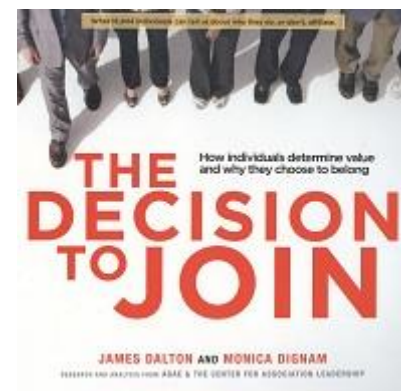
by James Dalton and Monica Digham

A simple research question is the genesis of uncommon insights found in *The Decision to Join: How Individuals Determine Value and Why They Choose to Belong*. Here's a sampling of what's inside:

The choice of whether or not to affiliate is not a strict cost-benefit calculation, as conventional wisdom argues.

Leaders are out of sync with members' expectations and need to understand by how much.

Young people are not un-recruitable, but you are probably not emphasizing the things they care about most.



Format	Softcover	Dimensions	27 cm x 22 cm
Publisher	ASAE & The Center		
Price (Non-Member)	\$67.50	Price (Member)	\$52.50

BUY NOW

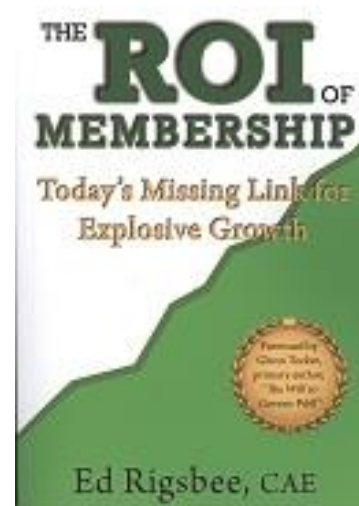
ROI of Membership: Today's Missing Link for Explosive Growth, The

by Ed Rigsbee, CAE

Recruit more members quicker while boosting retention rates. This is a comprehensive "how to" guide for the new era of member recruitment. This new model is an earthquake paradigm shift for demonstrating member ROI.

- You will discover how easy it is to:
- Effectively recruit and retain with member-only benefits.
- Prove and communicate member ROI in real-dollar numbers.
- Turn members into recruitment evangelists.
- Write sales copy explaining "what's in it for the member."
- Increase your organization's total value proposition.
- Sell the idea that membership is everybody's business.

Ed Rigsbee is an association executive and a consultant. He helps membership organizations everywhere to achieve explosive growth through proving the ROI of membership. He is the author of six books and over 2,000 articles. He travels internationally as a keynote speaker and consultant sharing his expertise in alliance development and member recruitment. He is the founder and CEO of a non-profit charity and one of the very few that holds the CSP (Certified Speaking Professional) and the CAE (Certified Association Executive).



Format	Softcover	Dimensions	23 cm x 15 cm
Publisher	Ryjon Books		
Price (Non-Member)	\$60.00	Price (Member)	\$55.00

BUY NOW

The End of Membership as We Know It

by Sarah Sladek

The era when associations could count on members joining and renewing, even with a relatively unchanging menu of membership benefits, has passed. Membership is not dead as author Sarah Sladek so eloquently argues in *The End of Membership As We Know It*. But you do need to change your thinking and your models to adapt to the way participation is changing as a result of the generational shifts in the workforce, social changes, and the technology-eased access to content and community.

She outlines real, useful advice and plenty of examples for moving your membership model into the future.

Format	Hardcover	Dimensions	24 cm x 15.5 cm
Publisher	ASAE		
Price (Non-Member)	\$27.95	Price (Member)	\$21.95



BUY NOW

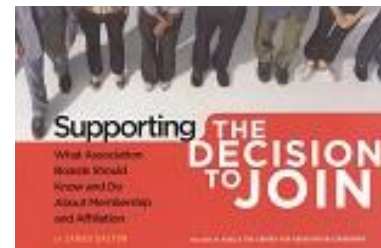
Supporting The Decision to Join: What Association Boards Should Know and Do About Membership and Affiliation

by James Dalton

When board dialogue turns to value proposition and membership strategy, it is vitally important to have intelligence that is grounded in sound research. ASAE & The Center's 2007 research study *The Decision to Join: How Individuals Determine Value and Why They Choose to Belong* is essential intelligence for membership organization CEOs and staff. Realizing that digesting the full study may be a daunting prospect for the harried board member, author James Dalton has mined the 2007 study for the most important board-level implications. He has added insight that will resonate with governance-level leaders and put it all in leader-friendly form. Here are but two takeaways you'll want to share with your board:

- Member involvement drives loyalty, so a measure of involvement should be an organizational performance metric.
- Board members should check the assumption that their views reflect those of rank-and-file members.

Membership-organization boards have a strategic responsibility for membership development, and *Supporting The Decision to Join* provides leadership a vital perspective - in a package board members will find digestible. No board member should be without *Supporting The Decision to Join*.



Format	Softcover	Dimensions	21 cm x 14 cm
Publisher			
Price (Non-Member)	\$26.95	Price (Member)	\$19.95

BUY NOW

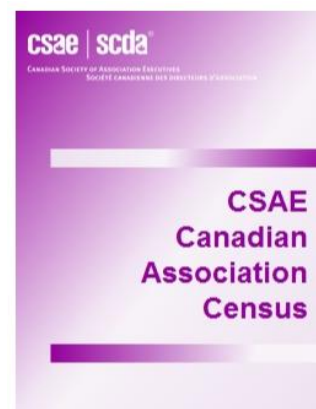
Research

CSAE Canadian Association Census (PDF Only)

by CSAE

The CSAE Canadian Association Census is the first comprehensive benchmarking resource for Canada's not-for-profit and association sector. Based on in-depth survey information and analysis, this report provides statistical insight on staff composition, revenue, professional development expenditure, and board structure and practices for a vast cross-section of Canadian associations, enabling you to determine where your organization fits into the industry landscape.

The report serves as a highly important comparative tool for associations wanting to understand the demographic structure of association staff and the governance behaviour of organizations similar to their own. Topics addressed in the report are segmented by organizational type, size and geographic location.



Format	E-Book	Pages	80
Publisher	CSAE		
Price (Non-Member)	\$299.00	Price (Member)	\$199.00

BUY NOW

Revenue

199 Ideas: Raising Revenue

Even nonprofits have to raise revenue! In fact, for membership organizations and nonprofits alike, the never-ending quest to increase and retain a steady flow of revenue isn't getting any easier. Why not seek some assistance? This book offers revenue-raising fundamentals, instant insights, and fresh twists on tried-and-true tactics for bringing in the money.

Format	Softcover	Dimensions	23 cm x 15 cm
Publisher	ASAE		

Price (Non-Member)	\$35.95	Price (Member)	\$28.95
---------------------------	---------	-----------------------	----------------

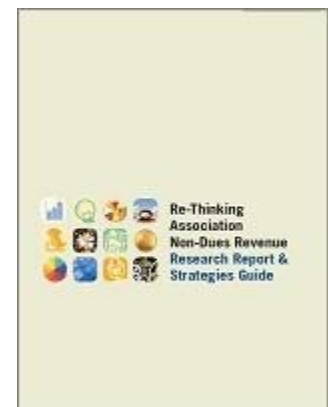
[**BUY NOW**](#)

Re-Thinking Association Non-Dues Revenue Research Report and Strategies Guide

This comprehensive report draws on survey research, phone interviews, and industry expertise to examine the complex issue of non-dues revenue. Current practices descriptions of programs and tools to help you identify and evaluate potential new revenue streams for your organization are included in the book.

Format	Softcover	Dimensions	27 cm x 21 cm
Publisher	CSAE		

Price (Non-Member)	\$45.95	Price (Member)	\$35.95
---------------------------	---------	-----------------------	----------------

[**BUY NOW**](#)

Senior Executives

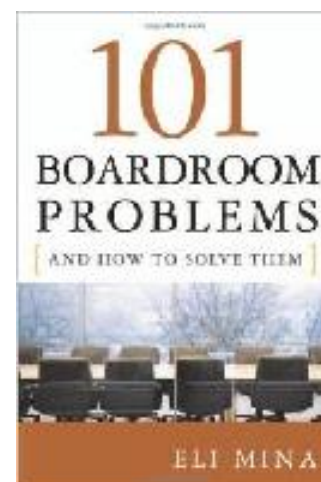
101 Boardroom Problems and How to Solve Them

by Elia Mina

Every association's board's main purpose is to make and execute quality decisions. However, even the best board can be derailed by personality clashes or inherent flaws in its system. 101 Boardroom Problems and How to Solve Them offers practical tools to prevent and deal with every difficult situation, from collective impatience and indecision to rivalries and conflicts of interest.

Complete with a board effectiveness audit and easy to use forms to evaluate individual members, the Board Chair, and the CEO, and tips on giving and taking feedback, this is the one book that will help eliminate the disputes, disruptions, and problems that can prevent even the most not-for-profit effective board from achieving its mission.

Format	Softcover	Dimensions	23 cm x 15 cm
Publisher	Eli Mina Consulting		
Price (Non-Member)	\$38.95	Price (Member)	\$32.95



BUY NOW

Board and CEO Roles for Achieving Association Goals

by David A. Westman

The crucial interaction between an association's board and staff, particularly the working relationship of the board chair and CEO, plays a huge role in how well an organization serves its members. In *Board and CEO Roles for Achieving Association Goals*, experienced CEO and consultant David Westman provides guidance that will help you maximize contributions from volunteers and staff, learn from colleagues, and get the most out of your legal counsel.

The key is to clearly define roles and assign accountability. Discuss potential gray or overlapping areas and determine how they will be handled before a difficult situation arises. Identify risks and manage them. Establish processes for board orientation and CEO on-boarding. Document these roles and processes, and you and your organization can be more effective and face fewer surprises.

Westman elaborates on these considerations and provides helpful exhibits, samples, and case studies. The goal and unifying message of the book are tying it back to the members and doing what's best for them. CEOs, senior staff, board chairpersons, board members, and others who share that goal can benefit from this book.

Format	Softcover	Dimensions	23 cm x 15 cm
Publisher	ASAE		
Price (Non-Member)	\$49.95	Price (Member)	\$41.95



BUY NOW

Benchmarking and Best Practices for Associations

by James B. Pealow

Individuals and organizations constantly look for new and innovative ways to improve what they do. This book will inform those in the association community about benchmarking and provide them with access to over 200 best practices that will save associations time and money, and improve the quality of association activities.

The best practices in this publication cover a broad spectrum of association management issues and are based on CSAE's Association Management Competency Standards. Along with extensive information on benchmarking, best practices and performance indicators, the author deals with specific strategic and operational issues that are relevant to all types of associations and non-profit organizations.

This is *the* reference book for today's association executive.



Format	Spiralbound	Dimensions	28 cm x 21.5 cm
Publisher	CSAE		
Price (Non-Member)	\$125.95	Price (Member)	\$72.95

BUY NOW

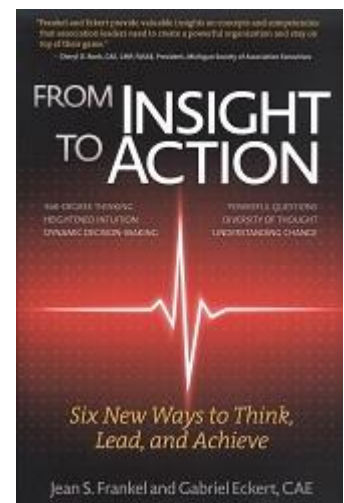
From Insight to Action

by Jean S. Frankel and Gabriel Eckert, CAE

Be a more effective staff or volunteer leader by embracing six emerging competencies, eight essential organizational foundations, and one unifying strategy (co-creation).

From Insight to Action offers insights to help you lead and sustain an organizational culture that embraces the opportunities that a dynamic environment presents. Take a fresh look at leadership. The cornerstones of *From Insight to Action* are the following six competencies.

- 360-degree thinking--being cognizant that ideas and insights from anywhere are interconnected
- A heightened sense of internal intuition--the art of blending knowledge with perception to make better decisions
- Dynamic decision-making--a framework for determining whether a decision should be made more on intuition, data or processes, or both
- Using powerful questions--recognizing patterns and creating meaning behind data gathered
- Understanding change--identifying the factors underlying people's ability to absorb and embrace change
- Diversity of thought--seeing and valuing stylistic differences in thinking, personal experiences, and inborn human characteristics.



Format	Hardcover	Dimensions	23 cm x 15 cm
Publisher	ASAE		
Price (Non-Member)	\$26.20	Price (Member)	\$19.45

BUY NOW

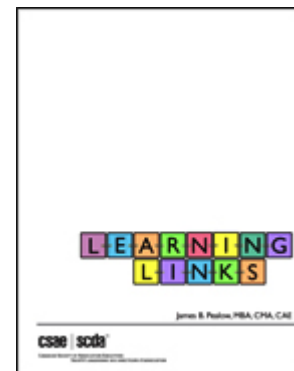
Learning Links

by James B. Pealow, MBA, CMA, CAE

Author Jim Pealow is a key leader in the not-for-profit community, with more than 30 years of experience in industry, three levels of government, and associations. For several years, he has been contributing the popular "Learning Link" column to Association™ magazine, the official periodical of CSAE.

Learning Links is a collection of 32 of Jim's articles from the past six years, featuring innovative ideas and practical solutions applied to trends, issues, challenges and opportunities for the not-for-profit community.

This publication provides a wealth of relevant and reliable information for any not-for-profit executive. In fact, several of the articles have already become part of the syllabus for the CAE® program.



Format	Spiralbound	Dimensions	28 cm x 21.5 cm
Publisher	CSAE		
Price (Non-Member)	\$36.95	Price (Member)	\$25.95

BUY NOW

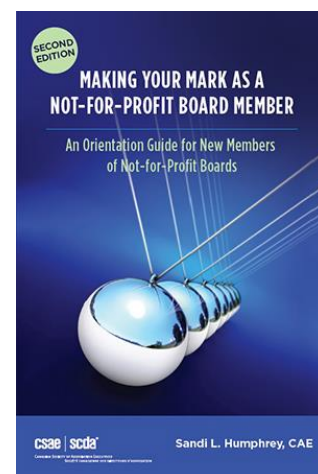
Making Your Mark as a Not-for-Profit Board Member: An Orientation Guide for New Members of Not-for-Profit Boards, Second Edition

by Sandi L. Humphrey, CAE

Aside from bringing passion to their role, volunteer board members must quickly learn their specific duties, their obligations to members and stakeholders, and how to act within the organization's bylaws. This highly-regarded publication serves as a critical orientation guide for all board members who serve organizations with paid staff.

Whether you're a new or experienced board member, this clear and practical publication provides insight and tools for all directors to confidently and capably govern with excellence and accountability. In this second edition, author and not-for-profit governance expert, Sandi L. Humphrey, CAE, provides guidance on additional topics such as the role of the chair, conducting forward-focused board meetings, identifying conflicts of interest and more.

Format	Softcover	Dimensions	23 cm x 15 cm
Publisher	CSAE		
Price (Non-Member)	\$27.50	Price (Member)	\$21.50



BUY NOW

New CEO's Guide: Advice for the First-Time, Aspiring, or Current Association Executive, The

by Beth Brooks, CAE

The New CEO's Guide was developed to help you prepare whether you're a first-time CEO or transitioning to a new organization. Author, Beth Brooks, CAE, who has served as CEO for two organizations and counseled many other CEOs, provides experienced-based insights for:

- Orienting your board to its work
- Undertaking the role of CEO and the fine print
- Working with association staff
- Tackling financial and legal issues, and more!

Rounding out this resource is a section containing advice from experienced CEOs and a number of helpful documents such as a sample board agenda, board meeting evaluation form, and sample CEO evaluation.



Format	Softcover	Dimensions	23 cm x 15 cm
Publisher	ASAE		
Price (Non-Member)	\$45.95	Price (Member)	\$36.95

BUY NOW

What Makes an Effective Association: Benchmarking for Performance

by Richard Paton, MA, MPA

Have you ever wanted to measure the true effectiveness of your association? In this book, Richard Paton, President and CEO of the Chemistry Industry Association of Canada and industry author, provides a necessary and practical framework for association and not-for-profit leaders as well as boards of directors and members to assess the true effectiveness of their organizations and determine opportunities for change.

This important publication discusses nine factors that are critical core requirements to the successful and sustainable performance of associations of all sizes and in all industries. Leaders are invited to use these intrinsic factors, plus an aligning "X factor" to determine the strengths and weaknesses of their own associations as a catalyst for creating real value for members and stakeholders.



Format	Softcovers	Dimensions	21 cm x 14 cm
Publisher	CSAE		
Price (Non-Member)	\$32.95	Price (Member)	\$25.95

BUY NOW

Strategic & Business Planning

Designing Your Future: Key Trends, Challenges, and Choices Facing Associations and Nonprofit Leaders

by Rohit Talwar and Gary Golden

Some organizations have a clear sense of how they will shape their future, but many do not. Most are at the start of a new era, with uncertainty about the future being the only thing they count on.

How does your organization scan the external environment to identify key trends, issues, and developments that could be of relevance?

How do you, as an association leader, use future-focused information to drive future thinking, strategy development, and innovation within your organization and at the board levels?

Keeping abreast of current events is one thing; viewing trends through the lens of implications and action plans for your organization is another. That's where *Designing Your Future* can serve as a valuable resource. Identifying and analyzing trends, issues, and events that are likely to cause transformational change within the association sector are critical undertakings if associations are to pinpoint and execute their options and opportunities for sustainability, growth, and responsive strategies.

ASAE & The Center for Association Leadership teamed up with global consulting company Fast Future to develop this resource. *Designing Your Future* began with the analysis of several hundred trends, ranging from social and economic to political to environmental to technological impacts, likely to affect associations. Use *Designing Your Future* to prepare yourself, your board, and your staff to anticipate and plan for the realities of the world in which we all work.



Format	Softcover	Dimensions	28 cm x 21.5 cm
Publisher	ASAE		
Price (Non-Member)	\$69.95	Price (Member)	\$55.95

BUY NOW

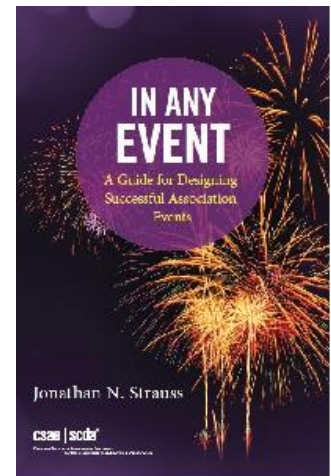
In Any Event: A Guide for Designing Successful Association Events

by Jonathan N. Strauss

Conferences, trade-shows and signature events are the cornerstone of many successful associations. Building and maintaining these events can be crucial to your association's long-term viability.

By applying a story-driven approach to the design of your association's events, you can achieve new levels of success and better serve your members. In this book, event planning strategist and expert, Jonathan N. Strauss, will inspire you to think about your association's events differently. This publication guides you through the necessary steps to cost-effectively develop, produce and execute unique events that will leave delegates with messages and impressions that will resonate long after your event is done.

Format	Softcover	Dimensions	23 cm x 15 cm
Publisher	CSAE		
Price (Non-Member)	\$35.95	Price (Member)	\$28.95



BUY NOW

Race for Relevance: 5 Radical Changes for Associations

by Harrison Coerver & Mary Byers, CAE

Associations today face intense pressures that threaten their continued relevance. Gone are the days when members would automatically renew. Today individuals expect value in return for their membership. Why shouldn't they? They have a higher demand on their time and more choices on how and from whom they can obtain information due to rapid advances in technology, competition and social networking. And yet, many associations operate the same way they have for years.

Race for Relevance take a bold, no-nonsense look at the realities of today's marketplace and what it will take for associations to prosper moving forward. The authors address not only the challenges associations face but the bold actions they see as essential to a prosperous future.

Format	Hardcover	Dimensions	16 cm x 23.5 cm
Publisher	ASAE		
Price (Non-Member)	\$38.80	Price (Member)	\$31.05



BUY NOW

Road to Relevance: 5 Strategies for Competitive Associations

by Harrison Coerver & Mary Byers, CAE

In their bestseller *Race for Relevance: 5 Radical Changes for Associations*, authors Harrison Coerver and Mary Byers, CAE, described unprecedented challenges to membership organizations' relevance and defined compelling imperatives for change.

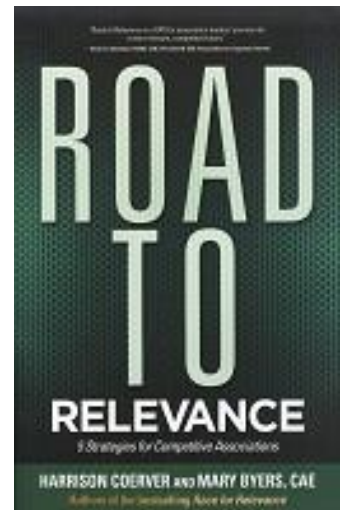
Picking up where *Race* left off, *Road to Relevance* identifies five practical strategies - ranging from capitalizing on strengths to purposefully abandoning under-performing programs and services - for successfully competing now and in the future.

Road to Relevance, the complementary companion to *Race*, doesn't stop at identifying the strategies. It gives real insight into how to adapt the strategies to your organization's circumstances so that you can execute. Case studies, adaptable examples, and provocative questions are included throughout *Road* to help you work through these strategies from adoption to implementation.

Operating as you've traditionally done for the last 10, 20 or more years is not a viable option, argue the authors. Association leaders must be disciplined strategists, focusing the organizations they serve on value they can deliver and structuring accordingly to compete in the "new normal." Use insight from *Road to Relevance* to lead your organization to an ever more valued, sustainable, and relevant future.

Format	Hardcover	Dimensions	16 cm x 23.5 cm
Publisher	ASAE		
Price (Non-Member)	\$35.50	Price (Member)	\$28.80

BUY NOW



Strategic Planning for Associations and Not-for-Profit Organizations

by Ron Knowles, FCMC and Helen Hayward, CMC

Strategic planning has come of age. It is now the fundamental tool and resource not-for-profit Boards use to direct and control their organizations. It also provides Chief Staff Officers with the essential means to lead and manage their associations—both large and small.

A broader acceptance of strategic planning has occurred because it is useful to Boards and staff in many ways. There is a greater familiarity with the fundamental methods, language and tools of strategic planning and, as a result, broader appreciation of its value and importance as a management tool. In the association world, almost everyone has participated in a strategic planning workshop, defined a mission, articulated a vision or selected a set of key strategic directions. Although there may be growing fatigue with some of these methodologies—e.g., writing mission statements—a good strategic plan is now a basic expectation of Boards and a valued management tool for many Executive Directors.

Format	Softcover	Dimensions	21.5 cm x 14 cm
Publisher	CSAE		
Price (Non-Member)	\$36.95	Price (Non-Member)	\$31.50

BUY NOW



Stuff Happens... But you can sleep at night by making your association reputation resilient

by **Jacqui d'Eon, P.Eng., ABC, MC.**

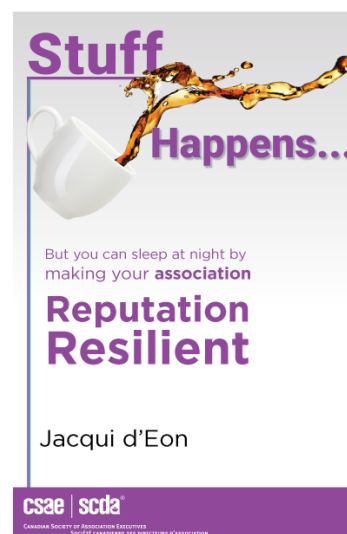
Reputations take years to establish and can be damaged in mere moments. Organizations can mitigate and repair damage by preparing. Tailored for associations and not-for-profit organizations of all sizes and types, this book guides the reader through all stages of crisis preparation with a straightforward approach.

Learn:

- Why you need a crisis plan before an issue arises
- How to get started on your crisis planning
- A six-step approach to building reputation resiliency

Suitable for anyone leading or managing an organization, this book includes user-friendly charts and templates to help you ensure that your organization is ready when stuff happens.

Format	Softcover	Dimensions	21.5 cm x 14 cm
Publisher	CSAE		
Price (Non-Member)	\$29.99	Price (Non-Member)	\$24.99



BUY NOW

Succession Planning: Succeeding at Succession Planning

by **Jack Shand, CMC, CAE**

Succession planning has been called the discipline that needs to be as pervasive and routine as annual planning and budgeting. It is about developing people strategically, and not just filling a vacancy when someone leaves. Preparing your association for the smooth transition necessitated by staff either retiring or leaving for other career opportunities is a crucial, yet too often overlooked, exercise.

Jack Shand explains the steps in the succession process so your organization develops the competencies it will need tomorrow, retaining its best people, and saving money through effective succession planning.

Format	Softcover	Dimensions	21.5 cm x 14 cm
Publisher	CSAE		
Price (Non-Member)	\$31.50	Price (Non-Member)	\$25.95



BUY NOW

Talent Generation: How Visionary Organizations Are Redefining Work and Achieving Greater Success

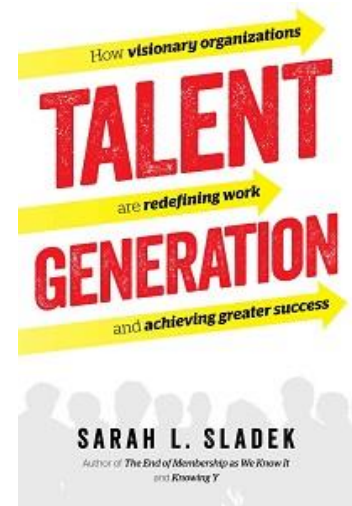
by Sarah L. Sladek

Welcome to the Talent Economy a 21st-century economy characterized by unprecedented innovation, connectivity, disruption, and opportunity. The need to engage younger generations of talent is widespread and urgent. Our leadership is aging and the skills gap continues to grow. The impetus to close the widening disparity between talent-development practices and business impact has never been greater.

Drawing from documented workforce and talent-development research, as well as her own ongoing study of generational impacts, Sarah Sladek cites numerous examples of organizations that have been capable of engaging employees in this era of disruption, what they did, why it worked, and how it's made a difference to these organizations' outlook and bottom line.

This intriguing publication by the author of "The End of Membership as We Know It" and "Knowing Y: Engaging the Next Generation Now," proves that it's possible to create an organization designed to engage the necessary talent to bridge the gap. This book equips associations with the much-needed insights to make smart, confident, future-focused workforce decisions.

Format	Hardcover	Dimensions	23cm x 15 cm
Publisher	ASAE		
Price (Non-Member)	\$39.95	Price (Member)	\$32.95



BUY NOW