

# Revitalise your Association and reach your full potential

## What does the future hold?

Many associations face challenges such as declining membership, staying relevant for members, adapting to changing member needs and providing value for money.

Associations that thrive in this environment do the following:

- Maintain and grow membership
- Provide outstanding member services
- Get good feedback from members
- Find effective ways to communicate with members
- Demonstrate unarguable value
- Develop innovative ways of connecting with members

*How will your association meet these challenges?*

*Are you willing to take critical steps to ensure a healthy future?*

## How can Norton Consulting Group help?

Norton Consulting Group understands the special requirements of associations and has developed a series of well-focused strategies and tools. We offer tools to achieve the following:

1. Give members a way to give feedback
2. Improve how your board functions
3. Evaluate your CEO's performance
4. Establish a leadership development program
5. Establish criteria to measure the Association's performance
6. Define strategic objectives
7. Improve operational efficiency and performance
8. Improve your negotiation and presentation skills
9. Set an agenda for future innovation
10. Develop a comprehensive communication strategy

*see [www.nortonconsultinggroup.com](http://www.nortonconsultinggroup.com) for more information*

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