



#AFNC17

Tuesday, 18 July

8:45am
**How to Navigate Through
Disruptive Policy & Funding
Change**

Kathryn Stonestreet,
Branch Out Consulting

9:25am
Change Management
Marcus Duhon, Aptify

11:00am
**The Future of Digital Events
& What It Means for Your
Association**

Sara Gonzalez,
Redback Conferencing

11:40am
**Finding Your Why? Exploring
Your Membership Purpose**

Margot Smith, Australian
Institute of Management

1:30pm
**Findings from the
Associations Forum Financial
Benchmarking Project**

Ron Switzer,
Associations Forum

2:10pm
**Don't Be a Bad News Story -
Governance Lessons for
Associations**

Denys Correll & Kathy
Nguyen, Associations Forum





5 Keys to Managing Change

Marcus Duhon

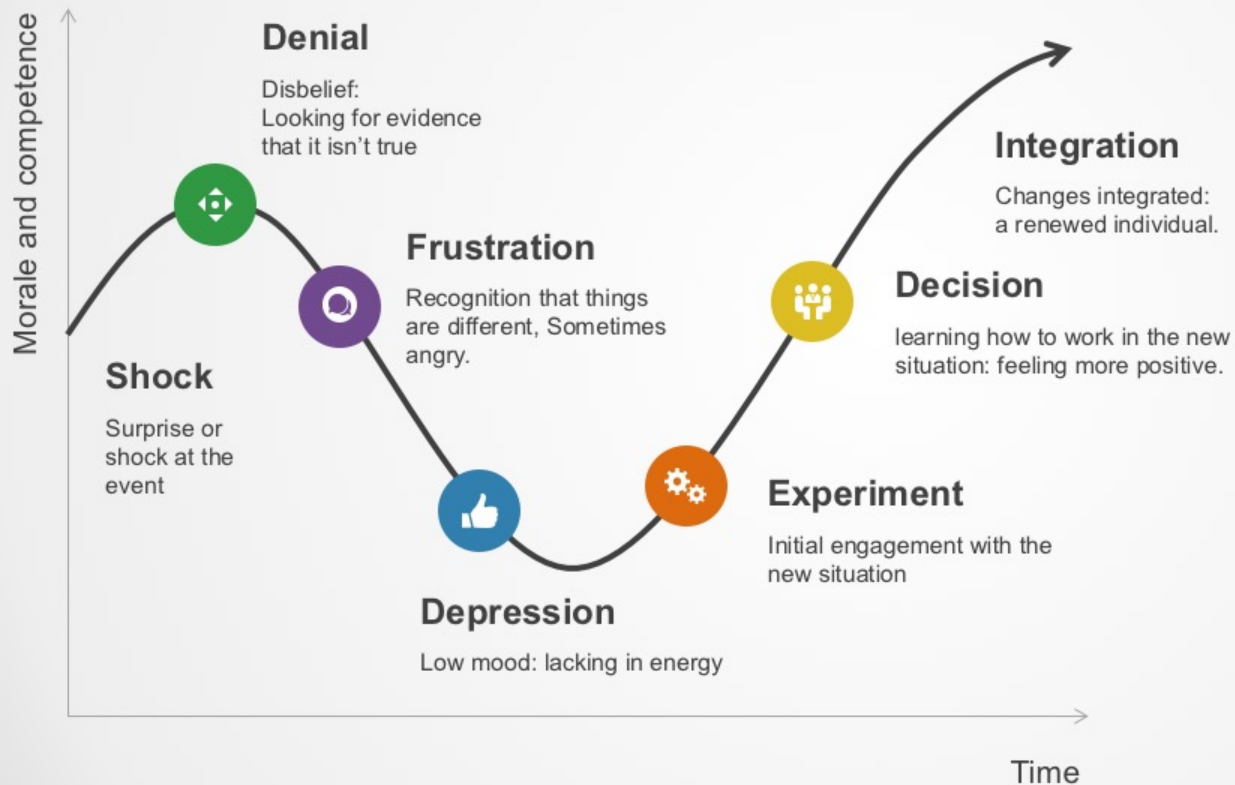
Aptify Australasia, Client Success Manager

Why are we here?

Survey over 20 years:
How do leaders view the future of
their industry and business?

	1970's	Early 1990's
No Change	60%	1%
Sporadic, incremental change	35%	24%
Continuous, overlapping change	5%	75%

The Kübler-Ross Change Curve



Creative Alignment

Maximize
Communication

Spark Motivation

Develop Capability

Share Knowledge

1. Convince Yourself First





2. Advertise & Communicate

3. Know Your Team



4. Training & Education

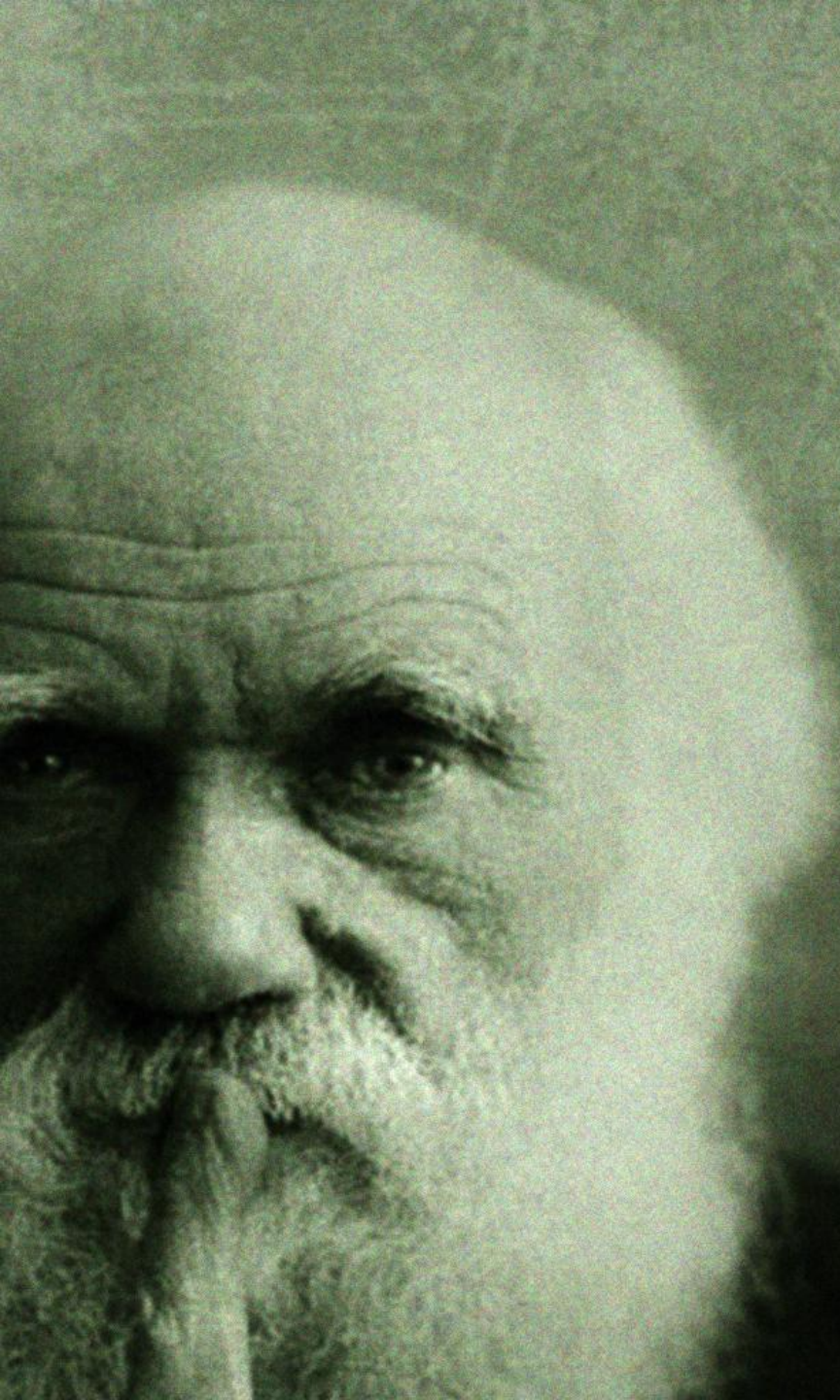


A person is sitting on a rocky outcrop in the foreground, looking out over a vast, deep mountain valley. The valley is filled with green forests and a large lake. In the background, there are more mountains, some with snow patches, under a blue sky with white clouds. The text "5. Acceptance" is overlaid on the right side of the image.

5. Acceptance



Remember to Celebrate!



“It is not the
strongest of the
species that
survives, nor the
most intelligent,
but the one most
responsive to
change.”

~Charles Darwin, 1809