The Race to Relevance: Associations in an age of disruption
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EXERCISE SHEET
Reflecting on the statements below, indicate from scale 1 to 10 how true are these statements in your Association at the moment:

1. In the past year, we have reviewed/altered our operations due to market feedback.
   Not True 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 Very True

2. We have very few real competitors in the marketplace.
   Not True 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 Very True

3. Our internal operations today are vastly different from 2 years ago.
   Not True 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 Very True

4. There is a high sense of enthusiasm, energy and momentum internally.
   Not True 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 Very True

5. Our ‘competitors’ tend to copy what we do and not the opposite.
   Not True 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 Very True

6. New ideas or process innovations are rarely, if ever, met with resistance.
   Not True 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 Very True

7. There is a strong sense of internal unity and harmony.
   Not True 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 Very True

8. The last two years have been our best yet.
   Not True 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 Very True

9. We are more excited about our future plans than our past accomplishments.
   Not True 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 Very True

10. We spend more time in strategy than maintenance.
    Not True 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 Very True