THE POWER OF PURPOSEFUL COLLABORATION AND NETWORKING
ABOUT ME

• Angela Shelton, CEO of Answers for Associations
• 7 years in the NFP Sector
• Passionate about strategic partnerships and meaningful collaborations
WHAT'S YOUR NETWORKING CHALLENGE?
In a world where 'who you know' often trumps 'what you know,' networking is a vital skill.

It's not just about collecting business cards or LinkedIn connections.
REAL-WORLD EXAMPLE: NETWORKING IN ASSOCIATIONS CASE STUDY

**Event**
Association Leaders eXchange

**Audience**
Senior leaders in the education sector

**Objective**
Discuss challenges and opportunities

**Outcomes**

Facilitated Dialogue: Enabled professionals who had never met to discuss common issues.

Immediate Connection: Participants exchanged details for future collaboration.

Real Impact: Joint project launched to benefit both associations and stakeholders.
WHAT ARE YOUR NETWORKING WINS?
REAL-WORLD EXAMPLE: STRATEGIC PARTNERSHIPS CASE STUDY

Gone are the days when suppliers were merely sponsors looking for visibility. Today, they aim to be strategic partners, deeply involved in solving challenges and adding value to associations.

- Transactional to Transformational
- Collaborative Problem Solvers
- Long Term Engagement Beyond Event Centric
WHAT CHALLENGES HAVE YOU FACED IN FORMING THESE MORE INTIMATE, SOLUTION-ORIENTED PARTNERSHIPS?
FIVE KEY STRATEGIES

1. Mutual Growth Over Transactions
   Key Point: Cultivate relationships for meaningful collaborations
   Actionable Insight: Instead of a business card swap, follow up with a tailored email suggesting a collaboration

2. The Art and Impact of Intentional Networking
   Key Point: Advance both associations and individual careers.
   Actionable Insight: Go beyond event attendance; host a panel discussion with industry leaders to boost your association’s standing.

3. Authentic Connections within Associations
   Key Points: Build trust and alignment. Foster dynamic, ongoing collaborations.
   Actionable Insight: Schedule regular stakeholder check-ins to adapt and refine strategies.

4. Collaborative Partnerships
   Key Points: Seek mutual benefits. Align with partners sharing your values.
   Actionable Insight: Prior to partnership, draft a shared vision and KPIs to gauge effectiveness.

5. Tailored Networking
   Key Point: Align your networking with specific, meaningful goals.
   Actionable Insight: To boost member engagement, consider launching a mentorship program within your association.
INTERACTIVE DISCUSSION

• Which strategy clicks with you and why?
• What's your first step to use this strategy?
• Share a failed collaboration. What happened?
• How do you keep networking active?
• Any challenges with partner alignment?
• How do you handle conflicts?
Write down one actionable step aligned with your networking goals.
ANY LAST QUESTIONS.
THANK YOU, LET'S STAY CONNECTED