



THE POWER OF PURPOSEFUL COLLABORATION AND NETWORKING

Answers
for Associations

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?**

IMPORTANCE OF NETWORKING WITH INTENT



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**

The background is a gradient from light blue on the left to dark blue on the right. It is filled with numerous question marks of varying sizes and orientations, some in a darker blue and some in a lighter blue, creating a pattern of inquiry.

ANY LAST

QUESTIONS.

**THANK YOU, LETS
STAY CONNECTED**

