





PERMISSION TO WIN

When nothing is certain





Your next decision is always the
most important.



Questionology™



“...the same circumstances that are causing discomfort are also midwifing the future.”

S e t h K a h a n

Questionology:

- What's making life difficult for our members?
- What's on the horizon that could be a disrupter?
- Who are our competitors and what are they doing?
- What is something we know we need to do but haven't?
- What don't we know that we need to know?

Innovation requires deep thinking.
Deep thinking is fueled by questions.
Deep thinking takes time.



Experimenting



Elizabeth Bailey
Co-founder and Principal, 2B Communications



Pricing

“Free” as strategy



Pricing

“Free” as strategy
Robust offering for price



Pricing

“Free” as strategy
Robust offering for price
Tiered model

SurveyMonkey Plans

SurveyMonkey, Inc [US] https://www.surveymonkey.com/pricing/?ut_source=header

SurveyMonkey® Sign In Help

Home How It Works Examples Survey Services Plans & Pricing

BASIC Free	SELECT \$26 per month SAVE with an annual plan	<div>MOST POPULAR</div> GOLD \$300 per year	PLATINUM \$780 per year
Sign Up ▶	Sign Up ▶	Sign Up ▶	Sign Up ▶
10 questions	✓	Unlimited questions	✓
100 responses	1000 responses*	Unlimited responses	✓
Standard email support	✓	Priority 24/7 email support	✓
	✓	Custom logos, colors & more ?	✓
	✓	Skip logic ?	✓
	✓	Cross-tabs & filters ?	✓
	✓	Export data & reports ?	✓
		Statistical significance ?	✓
		Text analysis ?	✓
		Question & answer piping ?	✓
		Randomization ?	✓
			✓ Add multiple users ?
			✓ White label surveys ?
			✓ Phone support
			✓ HIPAA-compliant

[See all features](#)

Screenshot Added
A screenshot was added to your Dropbox.

8:05 AM
6/17/2015

Netflix - Watch TV S x

← → ↻ https://www.netflix.com/getstarted?locale=en-US

☆ ☰

NETFLIX

Sign In

Choose the plan that's right for you

Downgrade or upgrade at any time

	Basic	Standard	Premium
Price after free month ends on 7/17/15	\$7.99	\$8.99	\$11.99
HD available	✗	✓	✓
Ultra HD (when available)	✗	✗	✓
Screens you can watch on at the same time	1	2	4
Watch on your laptop, TV, phone and tablet	✓	✓	✓
Unlimited movies and TV shows	✓	✓	✓
Cancel anytime	✓	✓	✓
First month free	✓	✓	✓

Ultra HD only available on the 4 Screen + HD plan. High Definition (HD) and Ultra High Definition (Ultra HD) availability subject to your Internet service and device capabilities. Not all content available in HD or Ultra HD. See Terms of Use for more details.

Continue

Questions? Call 1-866-578-7172

9:08 AM
6/17/2015

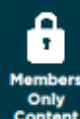


Membership | 2018

Choose the tier that meets your needs!

	PREMIUM \$635	Most Popular Tier CORE \$379	BASIC \$265
Excellent rates on merchant card processing	✓	✓	✓
Rabies tags customized for your practice	✓	✓	✓
Online staff training and free online CE	✓	✓	✓
Discounted employment ads in Career Center	25% Discount	20% Discount	10% Discount
VOICE magazine & weekly eVOICE newsletter	Online + Print	Online + Print	Online only
Discounted VetFolio subscription	25% Discount	20% Discount	
Veterinary Growth Partners (\$995 value)	FREE - 3 years	FREE - 1 year	
Practice enrollment for Certified Veterinary Assistant program (\$325 value)	FREE	FREE	
Eligible for <i>Power of Ten</i> Leadership Academy	✓	✓	
Registration to BIG Ideas Forum	2 FREE	1 FREE	
Practice Diagnostic Report (\$250 value)	FREE		
Personalized Fee Guide (\$275 value)	FREE		
\$100 off any CVMA education offering	✓		
10% discount on Core membership for ALL doctors within your practice	✓		
Additional 10% discount on convention registration for ALL members at your practice	✓		
Core Membership for one non-veterinarian Practice Manager	FREE		

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Pricing

“Free” as strategy

Robust offering for price

Tiered model

All-access pass

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25+ Recorded Sessions	✓	✓	✓
Immediate Streaming Access to Recorded Sessions**	✓	✓	✓
Video MP4 Files of Sessions	✓	✓	✓
Audio MP3 Files of Sessions		✓	✓
Online Access to Available Presenter Reference Material		✓	✓
Unlimited Downloads of All Sessions For 12 Months		✓	✓
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Pricing

“Free” as strategy

Robust offering for price

Tiered model

All-access pass

Forever transaction



To join *Associations Today*

Text “Mary”

To 66866



Leaping

Leap list:



Revenue



Brand



E-Commerce



Website



Staffing



Reserves



Membership



Assets



New product development



Research

Once leaps
identified:



Prioritize



Assign a project team



Strategize
• Acquisition
• New organization
• Outsourcing



Adequately resource
• Reserves as R & D funding
• Staffing
• Outsourcing

A male sprinter is captured in a starting crouch on a track, wearing a yellow singlet and grey shorts. The image is overlaid with a semi-transparent purple filter. A white rectangular box is centered over the runner's torso, containing the text "90-day sprint" in a bold, white, sans-serif font.

90-day sprint

If you always do what you've always done, you'll always get what you've always got.



"Permission to Win When Nothing is Certain"

Live Webinar with Mary Byers



ATTENDEES WILL RECEIVE 1 CAE CREDIT.

*CERTIFICATES WILL BE EMAILED TO ATTENDEES
WITHIN 1-2 DAYS (WITH THE RECORDING).*

