

CHALLENGES TODAY

Reference Point. Plan. New Approach.

Strategic Planning

- New Jersey Association of REALTORS® (NJAR)

Goals

- 1) To help leaders look ahead and define the right strategic issues
- 2) To think differently about how NJAR communicates value to members
- 3) To continue to support local associations effectively

Approach

NJAR's committee structure includes a strategic planning committee, made up of members, leaders and key business owners.

They have done strategic planning the same way for many years. A new approach was very appealing to them.

- The process began months earlier with a **member survey** that helped pinpoint important offerings, member issues and perception of the association. This was valuable input to the situational analysis; helping to trust but verify the opinions of the committee.
- Following a review of survey results, Melynn presented her thoughts and experiences with **member value** and how planning from the outside (the member) IN, is very different than traditional planning that begins with the board of directors, and staff-OUT.
- The diverse group helped define the **current market and industry situation and then selected their strategic issues**. The final step was translating strategic issues into association goals to help formulate the three-year plan.
- Staff worked to translate the plan into an **operational format** that Melynn helped to craft that tracks monthly progress and the CEO and shares often with the board of directors.

Feedback about the process:

"Melynn always came from the perspective of the audience and our needs and not her personal expertise or agenda. So, by the end of the first day, she had 'hooked' me and I felt I was much more a part of the process and not just the quiet observer I usually try to be in these sessions.

Her facilitation of the wrap-up discussion showed me that she's either seen and heard a lot of these results before and therefore was able to assist us in clarifying our thoughts, or she truly has an incredible ability to think on her feet, processing data and helping participants reach clear and effective conclusions. Either way, it was impressive!"

- G. Large, Immediate Past President
NJAR

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