Welcome everyone to the third ASSE Leadership Forum!
I'm Kathy Seabrook, your President, and it's my pleasure to share this session with you today.

Last year was the second year we held the Leadership Forum and since these forums have proven to be valuable, we’re going to continue what has now become a tradition. Why this session?
As a reminder, the purpose of the House of Delegates can be broken down into three primary categories

- Adopting a society vision that gives broad direction to the Society and to the safety profession,

- Conducting official Society business that is assigned to the House of Delegates by the Society Bylaws

and

- Deliberating issues and adopting resolutions related to our body of knowledge, the safety profession, and our practice. This will be the focus of today’s session.
At the 2013 Leadership Forum the delegates worked together to validate and rank the trends facing the safety profession. These efforts helped the Society Board of Directors and Councils focus decisions and activities throughout the year.

For example, one of the trends that was validated and ranked highly is the increasing importance of Sustainability & Health to corporations. We are proud to say that ASSE is making an impact in this area. Through the efforts of the Council of Professional Affairs and our role in the Center for Safety and Health Sustainability we have seen great progress this year. Just one example is the recent symposium held during NAOSH week, “The Human Cost of Cheap Labor”. The symposium focused on safety-related sustainability issues in the supply chain. Speakers included Professor Robert Eccles, faculty member at the Harvard Business School and a leading figure in the sustainability movement.

The specific purpose of our session today will be to work together, using the trends validated and highly ranked by the Delegates, and to match our Society’s strengths with these opportunities. This exercise will help ASSE capitalize on what we do best and focus on where we can have the most impact.

With this goal in mind, let's get started.
TEAM EXERCISE

- 35 Minutes to work with your table
- Identify 3 strengths for ASSE (15 – 20 minutes)
- Match these strengths with the relevant opportunities (15 – 20 minutes)
- Turn in one worksheet for your table to an ASSE staff member

Amongst your table, you will have approximately 35 minutes for the entire exercise. First, spend about 15 – 20 minutes to identify three strengths of ASSE. In your worksheet packets, you’ll find discussion questions that can help your table identify these strengths.

After you’ve agreed upon the top three strengths of our Society, simply capture them in the top row of the exercise sheet you have. Then you’ll move on to map these strengths with the opportunities listed on your worksheet. These are the same trends that had been validated and ranked by the 2013 House of Delegates. To map the strengths with the opportunities, indicate the degree of impact that the strength can have, relevant to that trend. Using High, Medium, or Low.

For example, let’s say one of the strengths you’ve identified for ASSE is Standards Development. Now looking at the trends on your worksheet you may indicate that our strength in Standards Development has a High potential impact on the aging workforce trend, due to the need for standardized knowledge transfer.

Also feel free to identify new trends if your table feels there are more relevant trends. Be sure to record these on your worksheets.

In total you’ll have 35 minutes. After 15 minutes have passed, we’ll remind you to
move on to the second part of the exercise.

ASSE Staff members will be walking around the room to answer any questions and to collect your worksheet at the end of the session.
“Understand that your greatest potential for growth comes from what you are already good at.”

~ Harrison Coerver and Mary Byers

This exercise is adopted from the book “Road to Relevance, 5 Strategies for Competitive Associations.” The book contains a quote that sums up our goal today. “Understand that your greatest potential for growth comes from what you are already good at.”
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Thank you for helping us to do this today. Let's get started.
At this time, a staff member will stop by to collect your worksheet.

Your responses will be consolidated and we will report this information back to you after the conference.