



The P.I. Business Model Innovation Workshop

September 28-29, 2010
The AFP Learning Center • Arlington, Virginia

Workshop Information and Agenda (as of 4/28/10)

About the workshop/who should attend?

On September 28-29, 2010, you are invited to participate in [The P.I. Business Model Innovation Workshop](#), the first-ever session of its kind presented exclusively for association leaders and facilitated by **Jeff De Cagna**, *the association community's leading voice for innovation*.

During the two days of this unique learning opportunity, you will come to see your association's business model in an entirely new way. You will learn what's working, and what's not. You will question your assumptions, and build the deepest possible understanding of what will drive your organization's long-term success.

This workshop is intended for both staff and voluntary association leaders, including CEOs, senior executives, elected officers and board members. Participants may attend individually or as part of two-member teams.

Workshop agenda

The following is the tentative agenda for the workshop, and it is subject to change.

Day One: Deconstructing Your Association's Existing Business Model

7:30 am-8:30 am Registration and Continental Breakfast

8:30 am-9 am Welcome and Opening Remarks

9 am-10 am The Leadership Challenges of Business Model Innovation

Jeff will explain the central challenges of business model innovation and how association leaders can overcome them.

10 am-10:15 am Break

10:15 am-12 nn Deconstructing Your Association's Existing Business Model: Part I

Jeff will explain what a business model is and its key elements, how it is situated in an association's overarching strategic context, and he will introduce the Business Model Canvas.

12 nn-12:45 pm Lunch

12:45 pm-1 pm Break

Questions? Please e-mail Jeff De Cagna at jeff@principledinnovation.com

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Day One (continued)

- 1 pm-2:45 pm Deconstructing Your Association's Existing Business Model: Part II**
- Following lunch, will work hands on with the Business Model Canvas to map their associations' existing business models.
- 2:45 pm-3 pm Break**
- 3 pm-4:15 pm Deconstructing Your Association's Existing Business Model: Part III**
- Participants will continue to refine their canvases and use them to question current assumptions about what drives the success of their organizations.
- 4:15 pm-4:30 pm Reflections on the Day**

Day Two: Discovering Your Association's Next Business Model

- 7:30 am-8:15 am Continental Breakfast**
- 8:15 am-9 am Day One Recap & Questions**
- 9 am-10 am Discovering New Stakeholder Needs**
- Jeff will explain how participants can gain new insight into stakeholder needs that will lead to new business model concepts.
- 10 am-10:15 am Break**
- 10:15 am-12 nn Discovering Your Association's Next Business Model: Part I**
- Once again, participants will work hands on with the Business Model Canvas, but this time in brainstorming mode with a focus on designing new business model concepts for their organizations.
- 12 nn-12:45 pm Lunch**
- 12:45 pm-1 pm Break**
- 1 pm-2:45 pm Discovering Your Association's Next Business Model: Part II**
- Following lunch, participants will continue to develop and refine their new business model concepts, including rough revenue and cost calculations.
- 2:45 pm-3 pm Break**
- 3 pm-4 pm Final Questions, Wrap-Up and Next Steps**
- Jeff will answer final questions, and provide participants with advice and recommendations on how to experiment with new business model concepts.

Questions? Please e-mail Jeff De Cagna at jeff@principledinnovation.com

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About Jeff De Cagna

Jeff De Cagna FRSA is chief strategist and founder of Principled Innovation LLC, and *the association community's leading voice for innovation*. After serving as an association executive for more than a decade, Jeff founded Principled Innovation LLC in 2002 to help association leaders think differently about the future. He is an author, speaker and advisor to associations across North America and around the world.

Jeff is a Fellow of ASAE & The Center for Association Leadership, and he has served the association community throughout his career in a variety of formal and informal roles. He currently serves on ASAE & The Center's Board of Directors, and he is a past chair of ASAE & The Center's Executive Management Section Council. Jeff is a member of American Mensa and the World Future Society, and he was elected a Fellow of the Royal Society of Arts (UK) in 2009.

Jeff is the executive producer of the Principled Innovation Blog and Podcast, and he is one of the "Five Independent Thinkers" who wrote the groundbreaking book, *We Have Always Done It That Way: 101 Things About Associations We Must Change*.

A graduate of The Johns Hopkins University, Jeff earned a master's degree from Harvard University. Jeff also holds an executive certificate in strategy and innovation from the MIT Sloan School of Management.

Why should YOU attend this workshop?

- If you're a CEO or chief staff executive, this workshop will nurture a new actionable point of view on what it will take to make your association successful in the years ahead.
- If you're a senior executive, this workshop will help you develop new ideas for how your division or department can contribute to your association's long-term growth and profitability.
- If you're an elected officer or board member, this workshop will help you better understand the important stewardship role of the governing group.

Bottom line: this workshop will make you a more prepared 21st century association leader. Right now, you need an approach for grappling with the challenges you face that is both productive and generative. **The P.I. Business Model Innovation Workshop is it.** Don't miss this extraordinary opportunity to reinvent your association, and yourself.

For more details, including location and hotel information, please visit
The P.I. Business Model Innovation Workshop registration site at:

<http://pibusinessmodelworkshop.eventbrite.com>

PLEASE NOTE: Workshop registration closes on September 20, 2010.

Thanks to our supporting partner, [TMA Resources](#)

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