

FROM ROLODEX TO ROCKET FUEL

IGNITE REVENUE. **EMPOWERING IMPACT.**


missionfuel

MISSIONFUEL.AI



**Fist to Five:
Use of AI Tools in your
daily work.**



Fist to Five:
**Your understanding of what's
capable with AI in your day to
day role.**



**Fist to Five:
Words like GPT Project,
Agent, and Vibe Coding**



If there is one outcome you would like to have from this meeting, what would it be?

PART 1: THE WHO



**THREE PARTS.
ONE
OUTCOME.**

DAN STREETER

Chief Executive Officer

Educator + Visionary



**EDUCATION +
AI EXPERTS =
LEARNING AT SCALE**



1 HOUR OF ELEARNING

200 HOURS

2-3 MONTHS

\$30,000



AMC Internal Strategic Plan Management

Frameworks for Aligning the AMC Internal Strategic Plan for Long-Term Success





INSTITUTE

Purpose driven. Business led.

**Association
Management Company
PROFESSIONAL**



Full Strategic Plan

Domains – Learning Objectives

Candidate/Admin Guidebooks

850 Page Guidebook

Domain #1: Strategic Management

Overview

Strategic management is the core engine that drives AMC sustainability, client service excellence, and long-term organizational relevance. This domain emphasizes how AMCs operationalize their own strategy while also stewarding strategic outcomes for the organizations they serve. It centers on performance alignment, stakeholder responsiveness, and intentional governance design. Through this lens, the AMC professional is expected to function as both an internal strategist and an external partner.

Learning Objectives (LO)

This domain includes both internal-facing and external-facing learning objectives that address the systems, tools, and oversight practices necessary to manage a high-performing AMC operation.

In this domain, you'll learn how to:

Internal

- **Prerequisite Learning Objective (PR)** – Apply core principles to align the AMC's strategic direction with its mission and vision.
- **LO 1.1.1** – Assess the key elements of the AMC's current strategic plan to ensure alignment with its long-term business objectives.
- **LO 1.1.2** – Evaluate the alignment between the AMC's goals and client needs and recommend changes for improvement.

External

- **E LO 1.1.3** – Develop multiple (varied) volunteer leadership and governance structures.
- **E LO 1.1.4** – Collaborate with Multiple Clients to Develop Strategic Plans Aligned with Their Missions

Learning Objective 1.1.1: Assess the key elements of the AMC's current strategic plan to ensure alignment with its long-term business objectives

Overview

In an AMC, a strategic plan is more than a document — it is the operating blueprint for aligning vision, mission, and measurable outcomes across a diverse client portfolio. AMC professionals must be able to critically assess the core elements of their own organization's plan to ensure that it reflects both long-term business objectives and the needs of the organizations they serve. This competency empowers leaders to spot gaps, eliminate misaligned initiatives, and strengthen the connection between strategic priorities and operational execution.

By mastering this learning objective, AMC professionals will be able to deconstruct a strategic plan, evaluate its relevance, and identify opportunities to realign goals, initiatives, and metrics for greater impact.

Strategic Importance

In the AMC environment, strategic plans are more than aspirational roadmaps—they are operational contracts between the AMC's leadership, its staff, and the clients it serves. When well-crafted, they align internal resources with both revenue goals and client missions, ensuring that every major initiative has a clear purpose and measurable outcome. When misaligned, they can drain capacity, dilute focus, and erode trust with client boards.

For AMCs, the stakes are even higher. One weak or outdated strategic plan can ripple across multiple service teams, causing inefficiencies, missed opportunities, or conflicting priorities. A disciplined approach to evaluating the plan's elements—mission, vision, goals, objectives, initiatives, and KPIs—ensures that strategy is not only well-intentioned but also achievable in the real-world operating environment.

This learning objective is strategically vital because it empowers AMC professionals to:

- Identify disconnects between strategic intent and operational reality
- Ensure every initiative advances both AMC growth and client outcomes
- Build credibility with boards through evidence-based recommendations
- Prevent "set-and-forget" strategies by embedding regular review cycles

Exercise #1: Whose Strategy Is It, Really?

Background

At its best, a strategic plan creates shared direction. But in the AMC world, that direction often has dual audiences—and dual priorities.

AMCs are businesses. They need to grow revenue, retain talent, and scale operations. But they're also stewards of client missions. That creates a natural tension: do you prioritize what's best for your AMC, or what's best for the client?

It's not always a clear line.

Maybe your AMC wants to consolidate vendor platforms to reduce costs. But one of your clients prefers a legacy tool their members trust. Or maybe your strategic goal is to grow by taking on larger accounts—but your most loyal clients are small and resource-light.

These aren't just operational questions. They're strategic ones. And the way your plan is written—and reviewed—can quietly tip the scale.

Scenario: Tension Between Internal Efficiency and Client Flexibility

In 2023, an AMC implemented a standardized financial reporting system across all clients to improve audit readiness, reduce accounting complexity, and centralize oversight. The move was part of a broader operational streamlining effort intended to reduce risk and ensure compliance with nonprofit financial standards.

However, one long-term client—a fast-paced professional society—had relied on a more flexible budget management approach that allowed their board to quickly authorize travel reimbursements, grant disbursements, and special project funds. Under the new system, approval timelines became longer, requiring multi-step signoffs. Within one quarter, the client reported delayed program rollouts and missed funding windows for key partnerships.

While the AMC successfully reduced internal risk and reporting errors, the client experienced mission-critical delays—raising the question of how internal improvements are balanced with client-specific needs.

Ask Yourself:

- Does our plan explicitly link AMC business growth to measurable client outcomes, or are those treated separately?
- Are we choosing initiatives that serve our bottom line first but may not be relevant to clients? Or do we take into account client outcomes when establishing as least some of our AMC's priorities?

700 Questions

Question 1

Your AMC has implemented a strategic initiative to standardize board reports across all clients. Internally, the new format saves time and improves consistency. However, one client board stops engaging with the reports entirely. What's the most strategic next step?

- A) Reassign the account lead to reset the relationship.
- B) Ask the client to give the new system more time before evaluating it.
- C) Use root cause analysis to identify the underlying reason for disengagement.
- D) Schedule an urgent training to reinforce the new reporting format.

Question 2

During a strategic review, you realize that several AMC initiatives are being pushed across all clients—regardless of their size, readiness, or sector. What tool would best help your team determine whether these initiatives are appropriately matched to each client?

- A) Client Net Promoter Score
- B) Client-Centered Scorecard
- C) Strategic Alignment Matrix
- D) SWOT Analysis

Question 3

A long-standing client begins quietly reverting to previous tools and workflows after a major AMC-led process change. What's the most strategic way to uncover whether the change is misaligned with client needs?

- A) Conduct a Client Journey Map to surface timing and transition pain points.
 - B) Ask staff to reinforce expectations in all communication.
 - C) Pause implementation and offer alternative tools.
 - D) Send a satisfaction survey to compare with prior quarters.
-

Question 1

You support a national client whose governance model hasn't changed in over a decade. Their volunteer board now struggles with decision-making delays and unclear delegation. Multiple committees overlap, and key roles are vacant. What's your best first step as their AMC advisor?

- A) Recommend dissolving all non-functioning committees and consolidating the board.
- B) Launch a volunteer recruitment campaign to refill vacant positions.
- C) Conduct a governance mapping exercise to assess structure, gaps, and role clarity.
- D) Suggest adopting your AMC's most efficient governance model as a template.

Question 2

A client board resists proposed governance changes, saying, "This is how we've always done it—and it's worked." You sense that the current structure is stalling strategic progress. What is the most effective approach to moving forward?

- A) Present case studies from other clients where new structures improved board performance.
- B) Privately advise the executive director to bypass board approval for low-risk changes.
- C) Wait until a leadership change to reintroduce the idea under a new chair.
- D) Reframe the change as an operational improvement rather than a structural shift.

Question 3

A growing client with strong regional networks is considering formalizing its informal coalitions into recognized components. What should guide your recommendation?

- A) Whether your AMC can support the administrative burden of regional tracking
 - B) Whether a federated model aligns with the client's strategy, mission, and volunteer capacity
 - C) Whether the board chair supports the change and has a succession plan
 - D) Whether regional leaders are satisfied with their current influence
-

10 hours of eLearning

LO 1.1.1: AMC Internal Strategic Plan Management



AMC Internal Strategic Plan Management

Frameworks for Aligning the AMC Internal Strategic Plan for Long-Term Success

© Copyright 2025 AMCI. All rights reserved.



◀ ▶ 🔊 ⚙️ < BACK

AI HAS *ARRIVED*

OLD SCHOOL

~6,000 to 9,000 hours

~1.5-2 years

4 FTE

~\$1M

NEW TOOLS

<650 HOURS


<6 months

3 P/T

Not \$1M

Create New Course

Design a comprehensive course with multiple modules and presentations

 Intelligent

 Manual

1

2

3

4

5

6

Step 1 of 6: Setup

Step 1: Setup Your Course

Upload your documents and configure initial preferences. Documents will be processed automatically when you continue.

Supporting Documents



Drag and drop your files here or click below button

Supports multiple files: PDFs, Images (.webp, .png, .raw, .jpeg), Text files, PPTX, DOCX

Choose Files

Course Preferences

Tags

Select or create tags...

Language

English

Template (optional)

No template

Theme

Light

< Back

Continue >

COURSE ENGINE

Unlimited Content Generation

Up to 10 hours of eLearning in one session

Analyzes your PDF, Word, Transcript, PPT etc.

Produces:

- Learning Objectives
- Module Description(s)
- Course Description(s)
- Text on Slide
- Scripting
- Voiceover
- Instant Translations (Script and VO)
- SME Comment Management
- Publish to PPT/Animated PPT/SCORM
- Trackable Quizzing and Interactions
- Uploads to Storyline 360
- Chat Tutor
- Avatars (Coming Soon)
- Customized Templates (Coming Soon)
- Customized Prompts (Coming Soon)
- Learner Personalization (Coming Soon)
- Vibe Coded interactions/gamification (Coming Soon)



Instructional Design That Ships in Days, Not Months

Software

Software + Instructional Design Service

Do It Yourself (DIY)

You start. You finish.

- You build courses inside Course Engine
- The system provides structure, limits, and standards
- You control pace, scope, and publishing
- Best for teams that want speed and full ownership

See DIY

Done With You (DWY)

You start. We finish.

- You build inside Course Engine
- Our instructional designers refine and elevate
- Quality and structure are protected
- Best for teams who want speed without risk

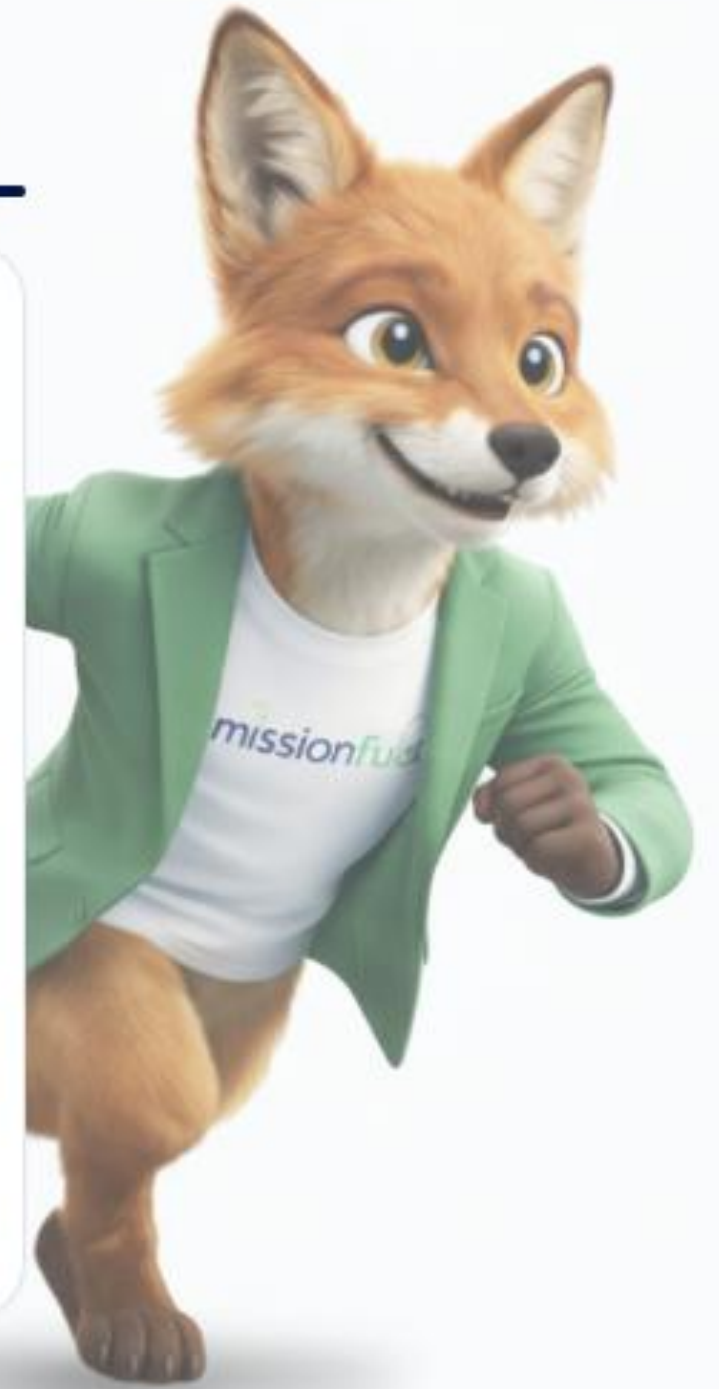
See DWY

Done For You (DFY)

We build it for you.

- We own the build end to end
- Strategy, development, and delivery
- Built inside Course Engine for speed and visibility
- Best for teams who need results without adding workload

See DFY





**PART 2:
IT'S NOT TOO
LATE...**

**THREE PARTS.
ONE
OUTCOME.**

SO...WHY AI?

IGNITE REVENUE, **EMPOWERING IMPACT**


missionfuel

MISSIONFUEL.AI



ChatGPT

ChatGPT Sprints to One Million Users

Time it took for selected online services to reach one million users

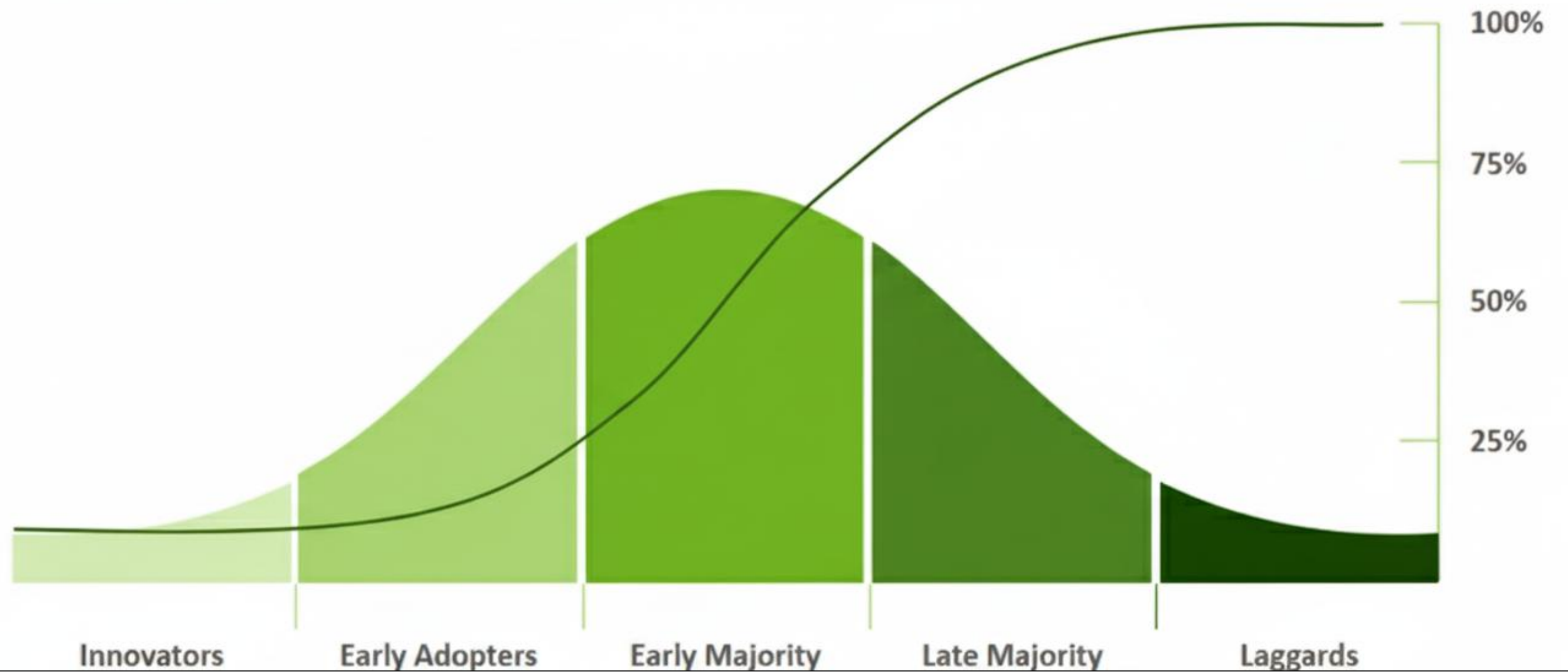


* one million backers ** one million nights booked *** one million downloads

Source: Company announcements via Business Insider/LinkedIn



DIFFUSION OF INNOVATION MODEL

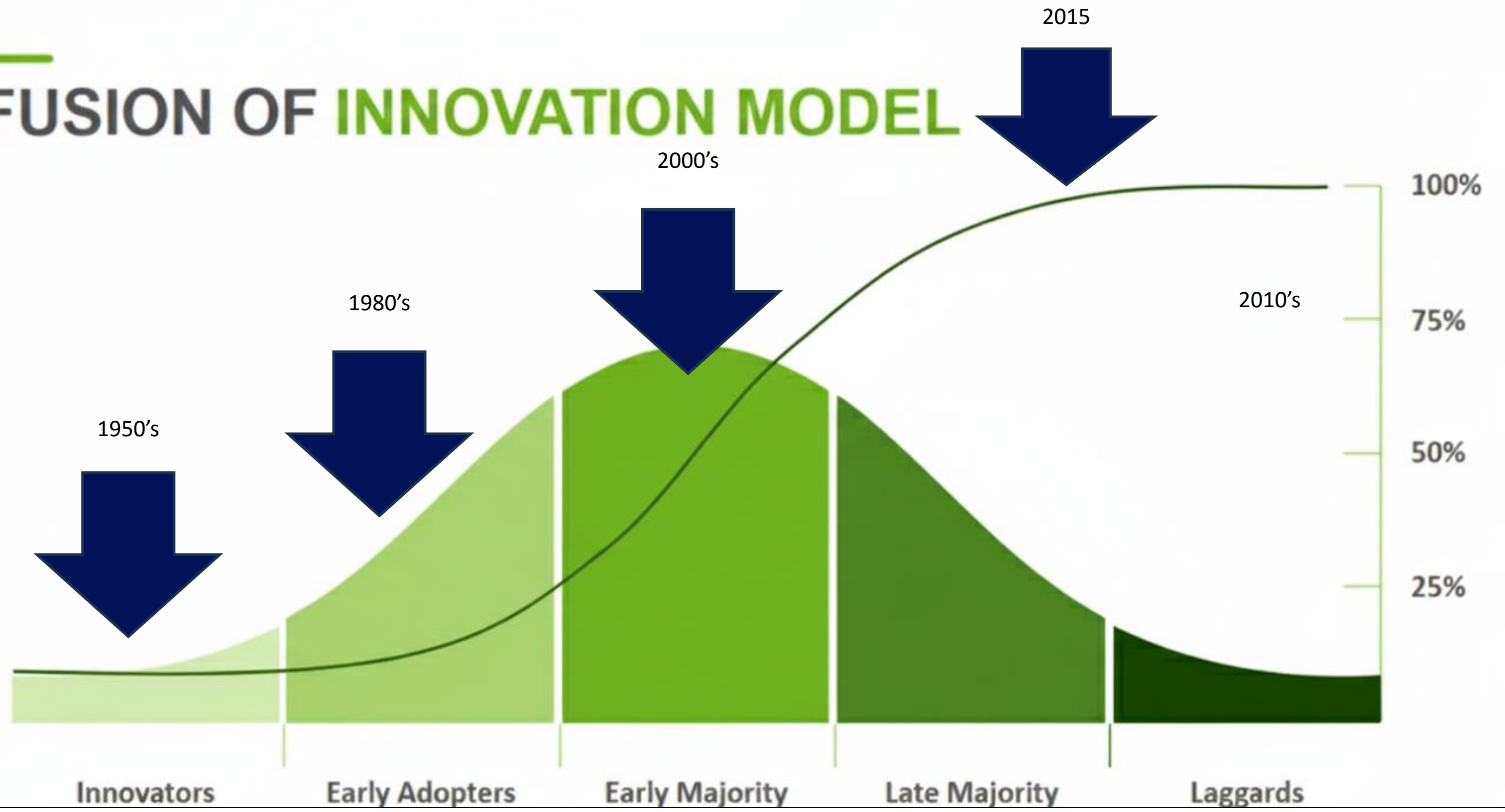






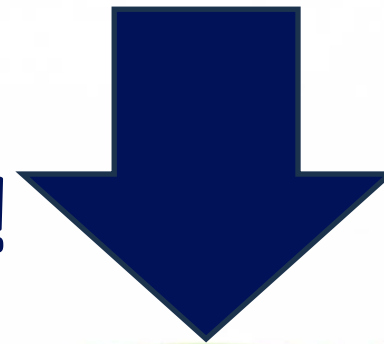


DIFFUSION OF INNOVATION MODEL



DIFFUSION OF INNOVATION MODEL

Today,
you are here!



DIFFUSION OF INNOVATION MODEL



THIS IS THE WORST AI WILL EVER BE





ERROR

ERROR

SYSTEM FAILURE

CRITICAL ALERT

ERROR

ERROR

SYSTEM FAILURE

CRITICAL ALERT

CRITICAL ALERT

MALFUNCTION

CRITICAL ALERT

DATA LOSS

MALFUNCTION

MALFUNCTION

ERROR

CRITICAL ALERT

MALFUNCTION

DATA LOSS

CRITICAL ALERT

ERROR

ERROR

MALFUNCTION

ERROR


MALFUNCTION

CRITICAL ALERT



DIFFUSION OF INNOVATION MODEL



A group of four diverse professionals (three women and one man) are gathered around a tablet, looking at the screen together in an office setting. The man is on the left, and the three women are on the right. They are all dressed in business casual attire. The background shows a modern office environment with a glass wall and a speaker on the wall.

PART 3: THE HOW TO

**THREE PARTS.
ONE
OUTCOME.**

NOT NO, BUT HOW

IGNITE REVENUE, **EMPOWERING IMPACT**


missionfuel

MISSIONFUEL.AI

HOW VS. SHOULD

IGNITE REVENUE. **EMPOWERING IMPACT.**


missionfuel

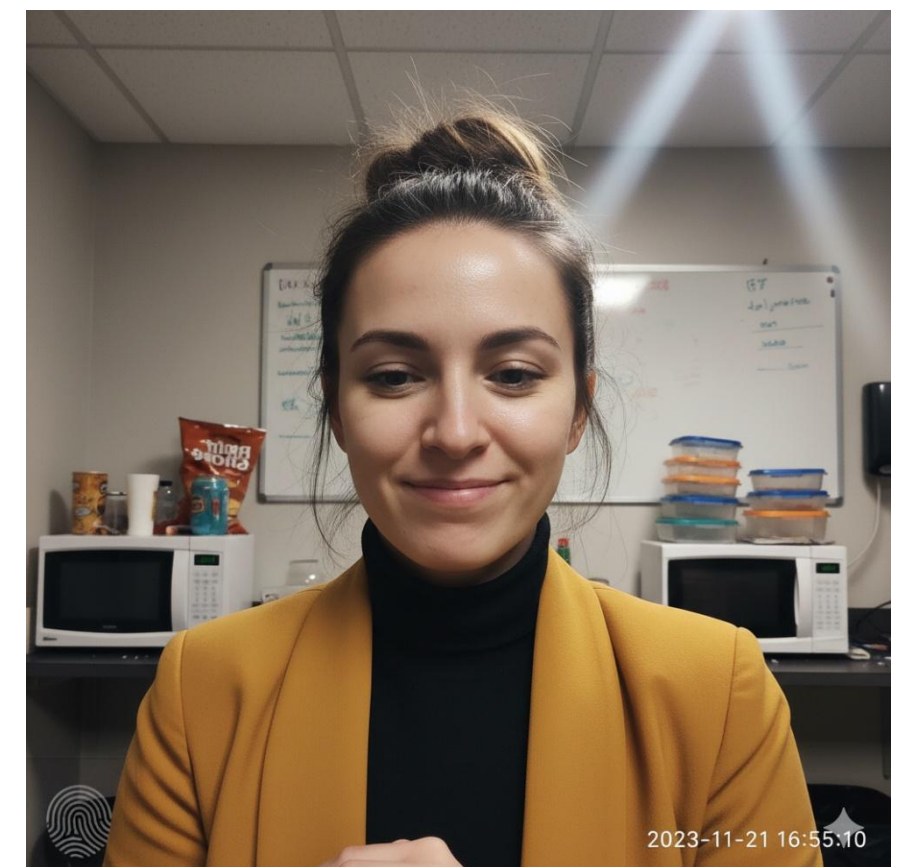
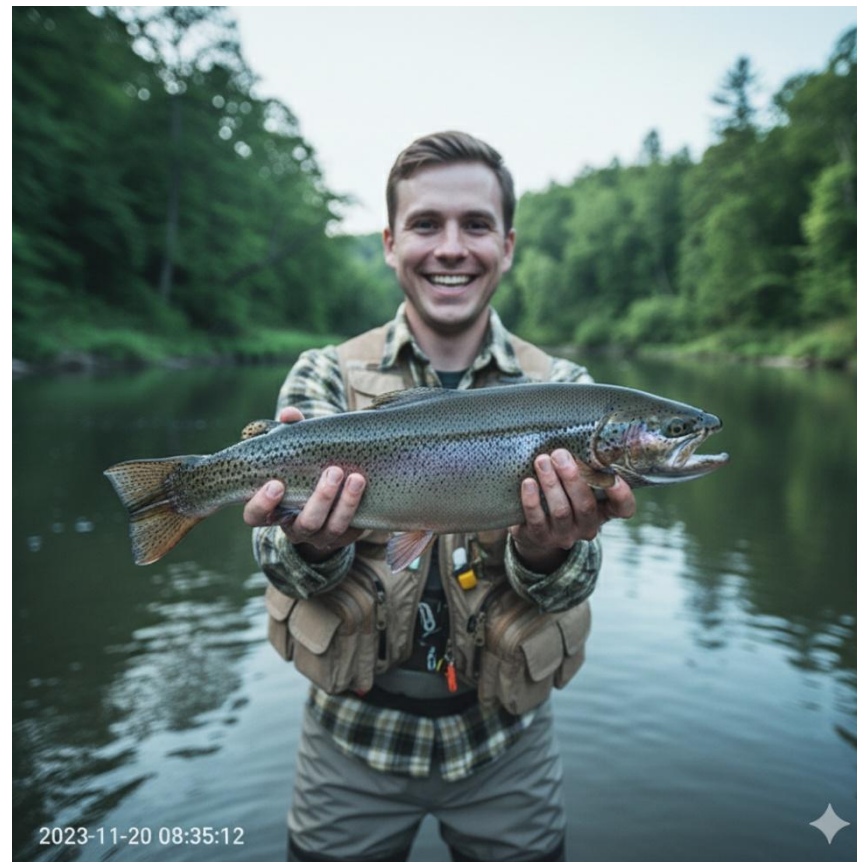
MISSIONFUEL.AI

LET'S BUILD

Common Employee Headshots

01

Standing out in a crowded market





**Who was “touched up” by
AI?**

1



2



3



IMAGE CREATION/EDITOR

HEAD SHOTS




GOOGLE'S NANO BANANA



- Change the picture to have this person working at a desk.
- Mars with Four Woolly Mammoths bowling

40





**How can you use a tool
like Fotor or Gemini's
Nano Banana?**



2-Minute Discussion

What is the biggest problem you are solving or the biggest initiative you are starting in 2026?



SIX BIGGEST PROBLEMS

FACED BY AMCS (FOCUSED ON GROWTH)

01

Standing out in a crowded market

02

Proving value fast to win new clients

03

Building a repeatable pipeline

04

Technology overload and system headaches

05

Board and volunteer leadership complexity

06

Staffing and expertise gaps

**THESE
PROBLEMS CAN
BE SOLVED BY
PEOPLE**

(WITH THE HELP OF AI)

LET'S BUILD

02

Proving value fast to win new clients



ChatGPT

- 1. Trade Associations, "In Seek of Safety Consultant"**

Why it matters, a small staff trade association is actively looking for a safety consultant to support members in manufacturing and construction. This is a direct opportunity to pitch consulting, education, or a joint partnership. [Trade Associations Digest for M...](#)

Quick next step, message Tim OToole at STI/SPFA with a short note and a one page capability summary that highlights safety content, member training, and webinar experience.
- 2. Membership Professionals, "Seeking Recommendations for Survey Vendors"**


Why it matters, an organization is running an RFP for a vendor to design, run, and analyze a membership survey. That is a concrete buying signal for survey, research, and analysis work. [Membership Professionals Commun...](#)

Quick next step, prepare a one page survey services outline plus case study and reply in Collaborate or email Ashley Stewart directly.
- 3. Membership Dues Structure, "RFP for Dues/Benefits Review"**

Why it matters, this is an explicit RFP request about dues and benefits. AMCs that offer dues strategy, benchmarking, or benefits analysis can respond. [Membership Dues Structure Diges...](#)

Quick next step, capture scope, timeline, and contact info from the thread, and prepare a short proposal showing prior dues review work.
- 4. Professional Development Professionals, "RFP: Body of Knowledge and Curriculum Development"**

Why it matters, associations often pay well for curriculum and credential development. This thread flags an active procurement for exactly that work. [Professional Development Profes...](#)

Quick next step, pull together your learning design credentials and sample curriculum outlines, then respond in the thread or privately to the poster. 

go through my emails from ASAE
Collaborate and look for ones that would
be of interest for an AMC that is looking
for new clients.

LET'S BUILD

02


Proving value fast to
win new clients



ChatGPT

2. Seeking Recommendations for Survey Vendors

[Reply to Group](#) [Reply to Sender](#)

 Feb 2, 2026 9:54 AM
[Ashley Stewart](#)

Hello, I am currently working on a RFP seeking a vendor to design, conduct, and analyze a comprehensive membership survey. Is there anyone you have worked with before that you have had a great experience with?

Ashley Stewart
Membership & Publications Manager
National Society for Histotechnology
Ellicott City MD
(443) 535-4060

[Reply to Group Online](#) [View Thread](#) [Recommend](#) [Forward](#) [Flag as Inappropriate](#)

[top](#) [previous](#)

(Connectors vs. Search vs. Web)

In a table, find a set of vendors that would be a match this need – include contact information where available.

LET'S BUILD

02


Proving value fast to
win new clients



ChatGPT

2. Seeking Recommendations for Survey Vendors

[Reply to Group](#) [Reply to Sender](#)

 Feb 2, 2026 9:54 AM
[Ashley Stewart](#)

Hello, I am currently working on a RFP seeking a vendor to design, conduct, and analyze a comprehensive membership survey. Is there anyone you have worked with before that you have had a great experience with?

Ashley Stewart
Membership & Publications Manager
National Society for Histotechnology
Ellicott City MD
(443) 535-4060

[Reply to Group Online](#) [View Thread](#) [Recommend](#) [Forward](#) [Flag as Inappropriate](#)

[top](#) [previous](#)

Craft a post that matches the request that introduces that vendor.

LET'S BUILD

02


Proving value fast to
win new clients



ChatGPT

2. Seeking Recommendations for Survey Vendors

[Reply to Group](#) [Reply to Sender](#)

 Feb 2, 2026 9:54 AM
[Ashley Stewart](#)

Hello, I am currently working on a RFP seeking a vendor to design, conduct, and analyze a comprehensive membership survey. Is there anyone you have worked with before that you have had a great experience with?

Ashley Stewart
Membership & Publications Manager
National Society for Histotechnology
Ellicott City MD
(443) 535-4060

[Reply to Group Online](#) [View Thread](#) [Recommend](#) [Forward](#) [Flag as Inappropriate](#)

[top](#) [previous](#)

Craft a post that matches ASAE requirements and will demonstrate our value in this introduction.

Then, build me the email to make the introduction. (In Spanish)

LET'S BUILD

02


Proving value fast to
win new clients



ChatGPT

2. Seeking Recommendations for Survey Vendors

[Reply to Group](#) [Reply to Sender](#)

 Feb 2, 2026 9:54 AM
[Ashley Stewart](#)

Hello, I am currently working on a RFP seeking a vendor to design, conduct, and analyze a comprehensive membership survey. Is there anyone you have worked with before that you have had a great experience with?

Ashley Stewart
Membership & Publications Manager
National Society for Histotechnology
Ellicott City MD
(443) 535-4060

[Reply to Group Online](#) [View Thread](#) [Recommend](#) [Forward](#) [Flag as Inappropriate](#)

[top](#) [previous](#)

I want to build a repeatable process that will do this for me every morning at 9am using a ChatGPT agent.
Build me the prompt to match.



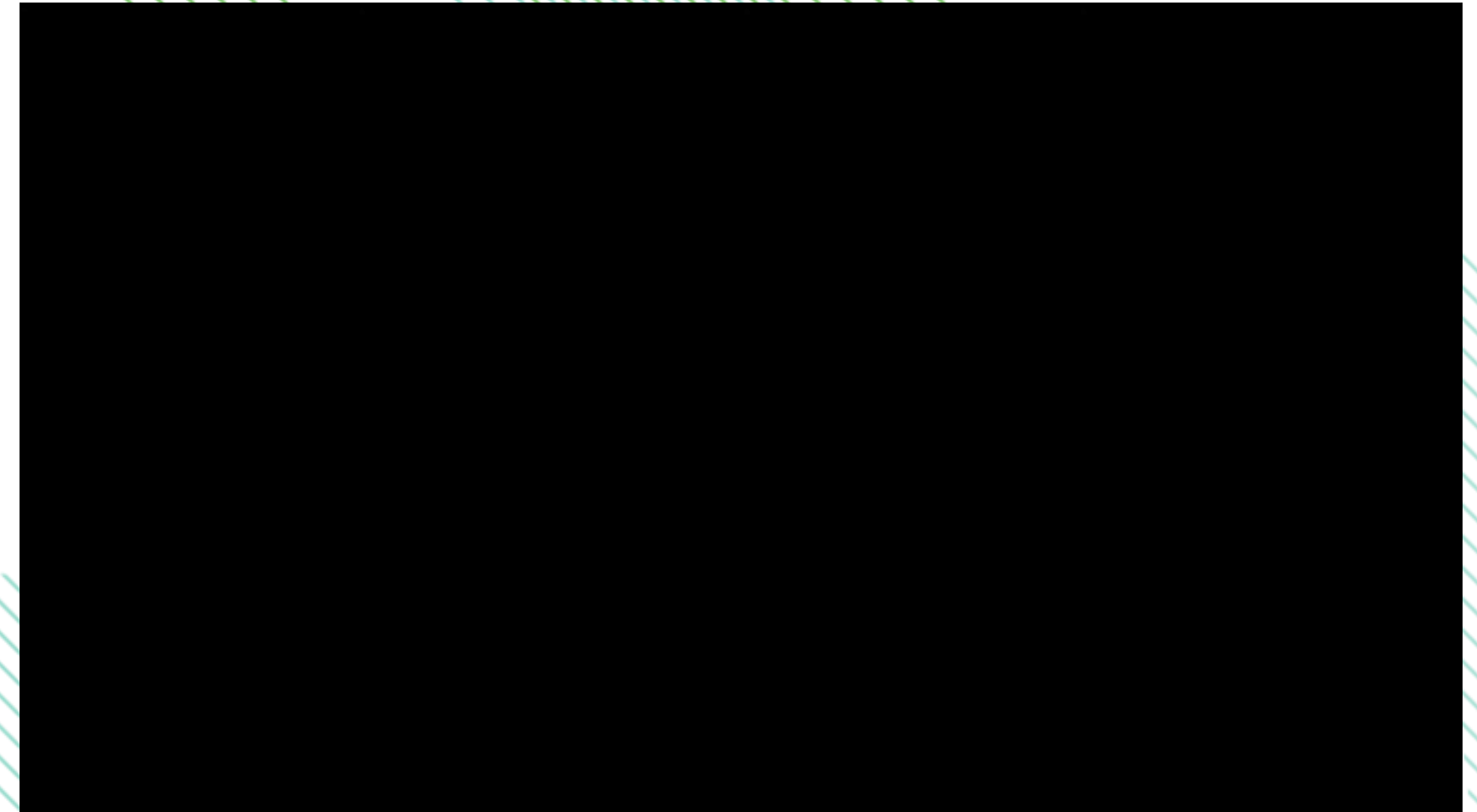
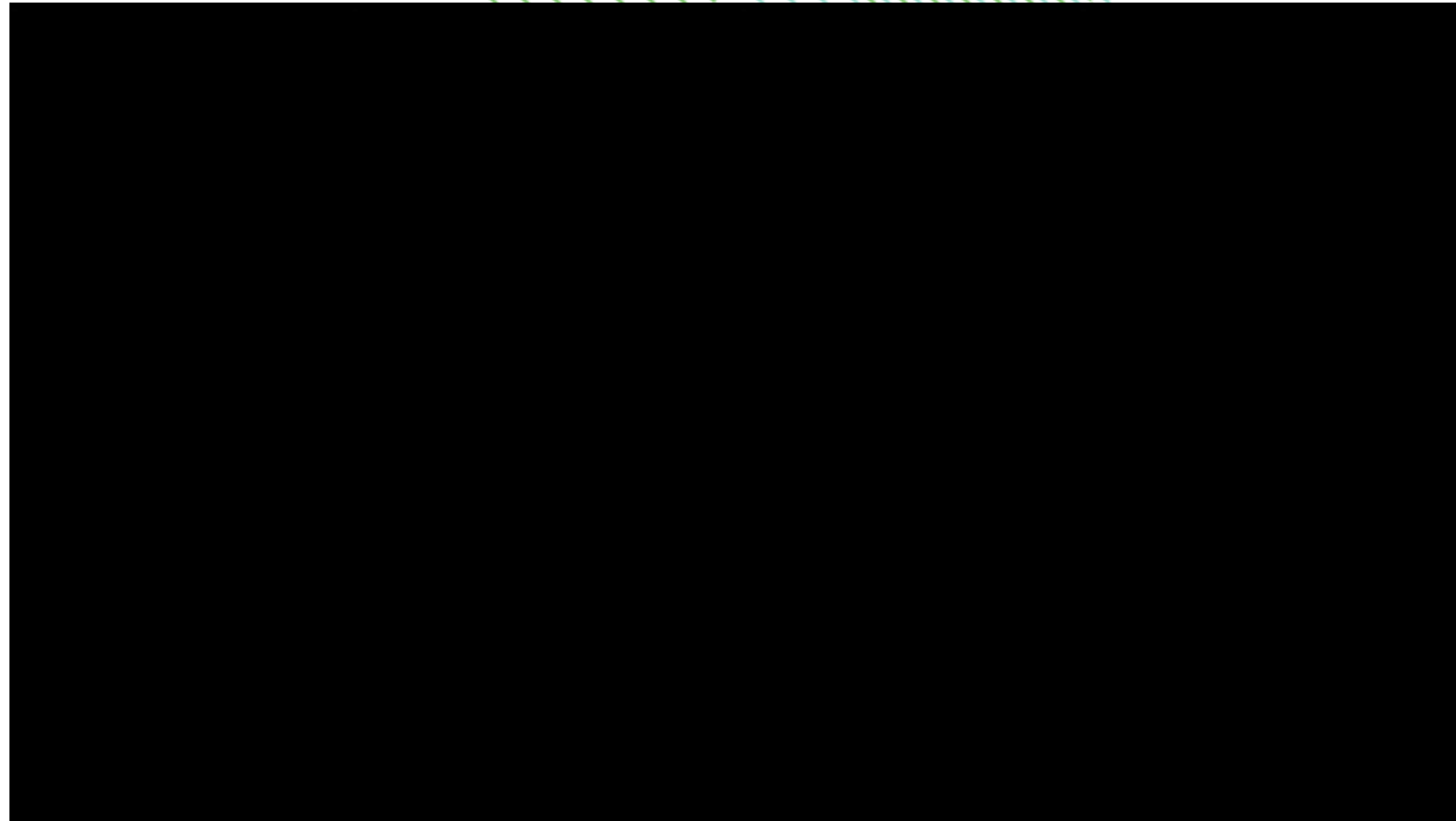
ChatGPT

Can See, Hear,
and Speak.



I want to make it
easy for members
to find and buy
from us.
ChatGPT new
Instant Checkout
Feature.

CREATE GLOBAL OUTREACH



AI VIDEO TRANSLATIONS



Igniting Revenue. Empowering Impact.



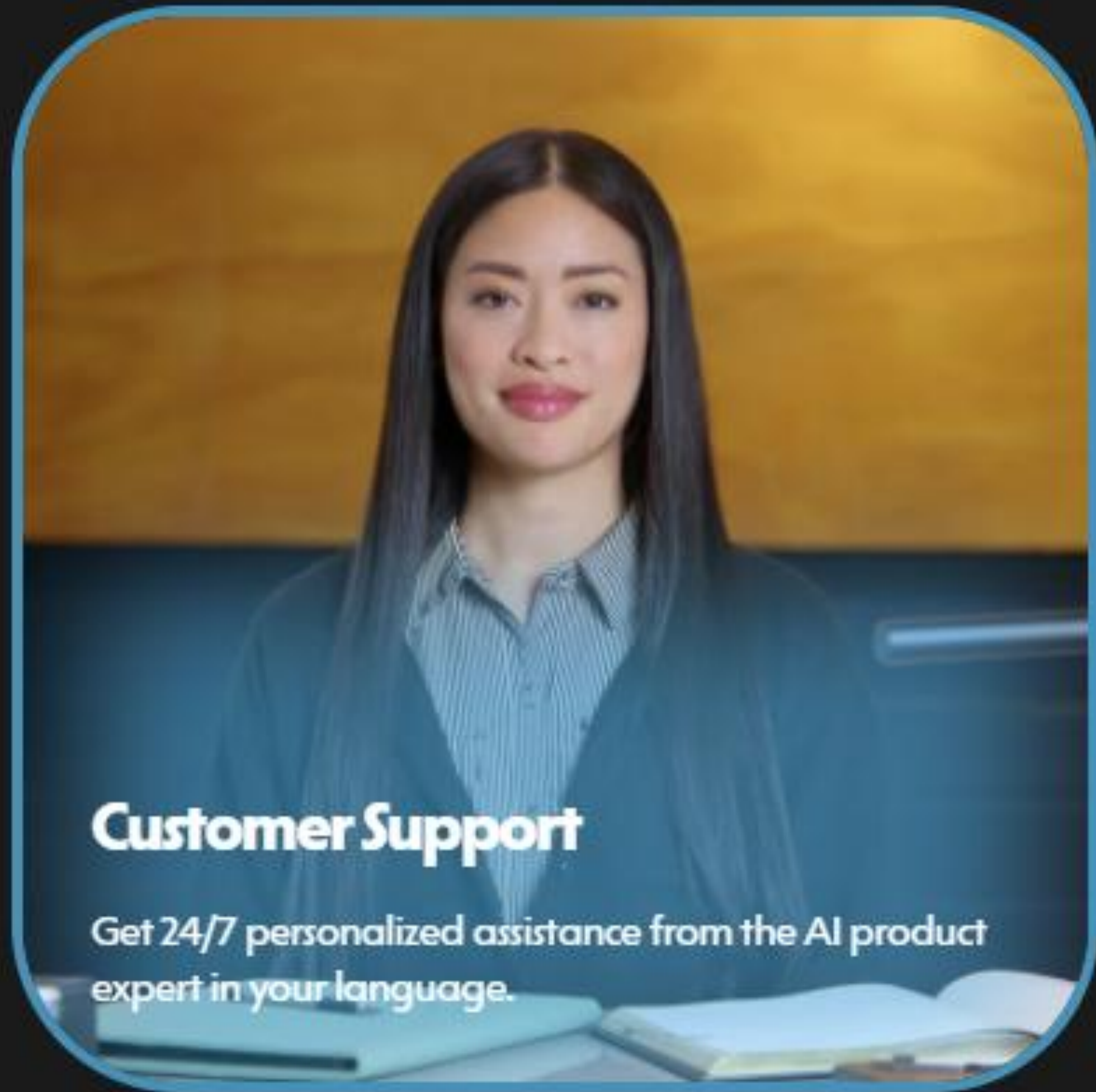
HeyGen



Igniting Revenue. **Empowering Impact.**


The (Possible) Future Of Bots In Action

HeyGen



Customer Support

Get 24/7 personalized assistance from the AI product expert in your language.



How can you use tools like Chat GPT, Gamma, Eleven Labs, or HeyGen to automate or accelerate processes?



Vibe Coding

Replit, Emergent, Base44 and more...

THREE TYPES OF PEOPLE

01

**MAKE THINGS
HAPPEN**

02

**WATCH THINGS
HAPPEN**

03

**WONDER WHAT
THE ____ JUST
HAPPENED?**

QUESTIONS?



ChatGPT



Gemini



Gamma



fotor[®]

**PROMPTING?
DEEP RESEARCH?
STUDY AND LEARN?
AGENTIC AI?
CHATBOTS?
THE FUTURE OF AI?
HOW WOULD I?**

PART 3: THE HANDS ON



Let's solve a
problem
together
(with AI).

DAN STREETER

CEO

PHONE:

720-544-3218

EMAIL:

dstreeter@mission-fuel.com

CALENDLY

calendly.com/mission-fuel/45min

WEBSITE:

missionfuel.ai



SCAN THIS QR

