

The Joys and Pressures of Being an Account Executive/CEO

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Today's Objectives

- Explore the unique challenges today's Account Executives/CEOs face.
- Discuss how to balance "expectation gymnastics" to keep clients happy and help associations move forward.
- Learn how to build resilience for yourself and your organization, so you can keep your energy up, stay adaptable, and show up strong as a leader.

What is keeping you up at night?





Three Challenges to Consider...



- Talent Management
- Financial uncertainty
- Expectation gymnastics





Solutions – What are you doing?



- Addressing financial uncertainty
- Manage and meet changing client expectations
- Leading staff through change and uncertainty



An Association Executive/CEO's Toolkit

AMCi /ASAE/ISAE Colleagues & Peer Networks

Empowered Staff

Vulnerability

Purpose and Your Why

Mentors & Coaches

Boundaries & Balance

Self-care

Continuous Learning





Resilience



- Recovering From Setbacks
- Adaptability to Change
- Emotional Intelligence
- Perseverance



Resilience is NOT...



- Avoiding difficulty or distress
- Not having negative feelings, pain, stress, or emotional distress
- A personality trait



Building Your Resilience













CONNECTIONS

WELLNESS

PURPOSE

ACCEPTANCE

HOPE

LEARNING



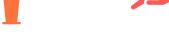


Building Resilient Teams













Trust

Transparency

Constructive Debate

Safety

Clear Decision Making

No Heroes





Building Resilient Associations



Strategic Clarity + Flexibility



Strong, Adaptive Leadership



Agile Operations & Decision-Making



Invest in People & Culture



Member Engagement & Communication



Technology & Digital Readiness



Financial
Diversification &
Discipline



External Partnerships & Advocacy





Resilience Resources





Books & Articles



Online Resources



Podcasts/Media





Sparks of Joy



At Your Table:

- Share a recent moment of joy that gave you energy
- Pick on "joy spark" to share with the full room.



Thank You!

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