



The Joys and Pressures of Being an Account Executive/CEO

Leslie Murphy, FASAE, CAE

Kim Paugh, CAE



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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!

Leslie Murphy, FASAE, CAE

lmurphy@raybourn.com

Kim Paugh, CAE

kpaugh@raybourn.com



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