



# CRI: The Journey

C.A.R.E.

2006

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# CRI- Pre-2000

- Large Organization
- Centralized
- Siloed
- Unfocused
- Lacking Unified Strategies
- All in All:

Typical Trade Organization

# CRI- 2000+

- CRI Organizational Vision:
  - Small, Nimble & Flexible Organization
  - Open Processes
  - Matrix Management Process
  - Issues Focused
  - Issue Strategies
  - Business Model

# CRI- 2000+

- Achieving the Vision:
  - Understand All the Issues
  - Selected THE Issues
  - Set Measurable Goals
  - Develop Issues Strategies
  - “Right Size”
  - Create Marketing Plans
  - Measure Progress
  - Adjust Marketing Plan
- A Business!

# CRI- 2000+

- Understand the All Issues
  - Survey
  - Survey
  - Survey!

# CRI-2000+

- Selected THE Issues
  - Significant!
  - Actionable!
  - Member Supported!

# CRI-2000+

- Set Measurable Goals
  - Long-Term Strategic Goals
    - Near-Term Tactical Goals
      - Focused Actions

# CRI-2000+

- Develop Issues Strategies
  - Issue Management Teams
  - Implementation Committees
    - Subcommittees
    - Work Groups



# CRI-2000+

- "Right Size"
  - Everything and Everyone Focused on THE Issues
  - Budget for Success!

# CRI-2000+

- Create Marketing Plans
  - Horses for Courses

# CRI-2000+

- Measure Progress
  - “If you can’t measure it, you can’t improve it!”

# CRI-2000+

- Adjust Marketing Plan
  - Be Flexible and Creative
  - Lose pride of Authorship
  - “Don’t let perfect get in the way of progress!”

# CRI- Today!

- CRI is:
  - A Business
  - Understands Issues
  - Focused on THE issues
  - Measurable Goals
  - Defined Strategies
  - Size Matches Mission
  - “Living” Marketing Plan
  - MEMBERS SUPPORT!!!!

# C.A.R.E- Today

- C.A.R.E. is:
  - A New Business
  - Focused on THE issues
  - Measurable Goals
  - Defined Strategies
  - Size Matches Mission
  - “Living” Marketing Plan
  - MEMBERS SUPPORT!!!!

# C.A.R.E- Today

“Success is persevering for one more minute!”