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!”