

# Webinar Recap: The 4 Strategic Plans Your Association Needs to Survive and Thrive in 2021 and Beyond

## Reimagining the Strategic Planning Process:

- Avoid turning your strategic plan into an operational plan
- Strategic planning is an iterative process
- Focus on long-term planning

## Technology as a Foundation to Meet Your Strategic Planning Goals:

- Staying ahead of the technology curve is critical to adapting to change
- Using technology to automate tasks allows an association to focus on value-driven initiatives
- Streamlining technology solutions allows for cost savings and increases member engagement

## Continuing Education as a Part of a Long-Term Strategic Plan:

- An easy-to-use online education platform increases online course sales and creates a positive user experience
- Ensure your online continuing education platform offers a mobile responsive e-commerce experience to maximize course sales
- Informational marketing; continuously remind your members how easy it is to complete their continuing education courses online