

PREWORK FOR *Strong Associations for the Future*

Hello IOM Leaders:

You have 'elected' the IOM class below, and I am thrilled that you have chosen to invest your time with me.

I am honored to teach your class, *Strong Associations for the Future*.

You can expect a highly interactive session with lots of discussion. This is your time to build a stronger organization, so come prepared to share, learn, grow, and have fun together.

Additionally, you will walk away from this program with actionable insights and valuable skills you can adapt for your organization.

PRE-WORK TO COMPLETE BEFORE ARRIVING:

To set you up for success and to ensure you get the most out of your experience...

Write down your answers to the following 4 questions about your organization:

1. What do we do? [1 sentence organizational pitch]
2. What problem are we solving? [1 sentence problem pitch]
3. How are we different from our competitors? [1 sentence competitive pitch]
4. Why should someone belong to our organization? [1–3 bullet points of values we provide for members]

Bring your answers to our session because you will need them to share with your peers.

Please don't hesitate to let me know if you have any questions.

Again, I'm super excited to meet and get to know you better real soon.

Velma Knowles