

## Registration Form

### Three Ways to Register August 22, 2011

**Web:** Pay by credit card and register online @  
www.macc.coop

**Email:** knowledge@macc.coop and we  
will invoice you.

**Mail:** Send form and payment to:  
MACC  
6302 Rucker Rd, Suite H  
Indianapolis, IN 46220

**Questions:** Rod Kelsay at (317)-726-6910

**Member Fee** \$170.00  
**Non-Member** \$290.00

**Co-op Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_

**State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Contact** \_\_\_\_\_

**Email** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax:** \_\_\_\_\_

### Participants:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## Cancellations?

Cancellations received 1-13 days prior to class refunded at 50%.  
Cancellations received 1 day prior are non-refundable.

## Thank You Our Sponsor



*"This is a solid program designed to assist co-op directors and senior managers understand their leadership duties. I believe that the most important function of a co-op board of directors is Strategic Planning. Join Kevin and your peers and over 500 attendees who have seen real value in this program and would recommend it to others."*



**Rod Kelsay**  
Executive Director  
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presents

## How to Develop a Strategic Plan for Your Co-op



for  
Co-op Directors  
&  
Senior  
Managers

### August 22, 2011

OSU Extension  
Wood County Building  
639 South Dunbridge Road  
Bowling Green, Ohio 43402

8:45a.m. - 4:00p.m.

One Day Program for Directors and Senior Managers Led By: Kevin Eikenberry

Strategic planning is a an ongoing process, versus an annual event.



## Questions to Ponder...

- How often does your board review the strategic plan? Monthly? Quarterly? Annually?
- How does the board know if the co-op is on track?
- What measures does the board use?
- How frequently is the plan monitored and tweaked?
- How well-prepared is the board and co-op, to respond to today's velocity of change?
- What process do you have in place to keep abreast of key trends that impact your co-op?

**Grappling with tough decisions  
Is a big is part of the boards job.**

## A Glimpse at the Agenda

Registration begins at 8:45a.m.  
Program adjourns @ 4:00p.m.

A.M. Session:

**Strategic Thinking , Planning & Development**

P.M. Session:

**Implementation, Monitoring &  
Succession Planning**

## Strategic Thinking for Co-ops How Board Members Can Make a Bigger Strategic Difference

This highly interactive and practical workshop is customized to help you become a more effective cooperative board member. Drawing on his vast leadership experience and work with CEOs and Boards (and from serving on Boards himself) Kevin Eikenberry will help you learn:

### Topics

- Critical information to prepare for a strategic plan
- Differences and values of both strategic thinking and strategic planning
- Roles board members play in both strategic thinking and planning
- Difference between mission, vision, values
- How to develop the strategy
- How to set strategic goals and invigorate the process
- Strategic planning duties for co-op directors
- Keys to strategic implementation
- Implementation: "Who's Responsible?"
- How succession planning is driven by the strategic plan
- Importance of accountability throughout the process

This program delivers a straight-forward, proven, repeatable process for strategic planning and a consistent method for reviewing external factors (economic, competitive trends), as well as internal factors (achievement of current year goals, key performance measures, member satisfaction surveys.)

Learn to determine and agree upon what to stop doing, and a consistent method to set goals that are measurable, a way to develop clear targets and deadlines, and a means to develop initiatives that guide the activities of every person, every day.



**Kevin Eikenberry** is a recognized world expert on leadership development and learning and is the Chief Potential Officer of The Kevin Eikenberry Group.

He has spent the last 20 years helping organizations all across North America, and clients from around the world, on leadership,

learning, teams and teamwork, creativity, and more.

He is a frequent presenter at professional conferences and a sought after keynote speaker. He currently serves on two Boards of Directors in order to contribute, hone his leadership skills and add an additional dimension to his experiences.

His client list includes:

Aramark, the American Red Cross, A & W Canada, Bell Helicopter, Chevron, Great Lakes Energy, Hill-Rom, Invesco, John Deere, Purdue University, Southwest Airlines, the U.S. Marine Corps, the U.S. Mint, Verizon, and many more.

He is the author of the bestselling books *Remarkable Leadership* and *Vantagepoints on Learning and Life*, and a contributing author to over 20 other books. He publishes three electronic newsletters and a blog collectively read by over 40,000 people worldwide.

Learn more at <http://KevinEikenberry.com>

**Board directors & senior managers are charged with stewarding the co-op's strategic and succession planning process.**

**Join Kevin and board peers to:**

- Learn to make planning decisions with external perspectives.
- Evaluate the way resources are allocated to insure it is consistent with established priorities and co-op values.