

## STRATEGIC ADVICE

### WHY KELLEN EUROPE?

Associations are continuously faced with the challenges that an ever-changing environment brings. In a period of financial uncertainty especially, associations are being expected to deliver the maximum at minimum costs. To make sure that they are indeed doing that, an association needs to know:

- What it needs to focus on
- What its strengths and weaknesses are
- Who it needs to address
- Whether its structure is solid enough to enable the needed activity
- How to achieve the goals set by the association leadership

Research shows that so many associations do not actually step back from daily activities to think about their strategic direction. In actual fact, less than half of European business associations based in Brussels benchmark their activities with peer organisations- even though this is such a measurable way to assess their success. Only one quarter of the associations that do benchmark have a standard budget allocated for strategic sessions or workshops.

This is exactly where Kellen Europe can help your organisation:

- Our staff is specialised in Association management and has extensive experience working with associations to achieve the best results.
- We devise a tailored project to ensure that the associations we work with get exactly the information they need to facilitate the objectives they have set
- Our objective approach in gathering information is extremely favourable to ensure that the needed insights are attained

### STRATEGIC ADVICE SERVICES

Kellen Europe's 'Strategic Advice' service line focuses on supporting associations in their plight to be the 'best in class' association possible.

Our experts have extensive experience in working with associations of varying nature to:

- Assess an association's success in its outreach to membership and stakeholders, identify the areas that need improvement and make recommendations on how to proceed.
- Assess the efficiency of an association's leadership, governance and operational structure, identify the areas that need improvement, if any, and make recommendations on how to proceed.
- Identify the opportunities that are available to associations looking to grow- be that to expand operations or to consolidate themselves within the environment they operate in
- Facilitate strategic planning sessions within an association to engage the leadership of the association in its direction going forward
- Create the necessary strategic plans to support the association in its activities- these can range from high level plans to the creation of programme plans, project plans and blueprints for action

### CONTACT

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