

The logo features a stylized swimmer icon in light blue above the text. The swimmer is composed of a small circle for the head and a curved line for the body. The text "digitalNOW" is in a white, sans-serif font, with "NOW" in a larger, bold font. The entire logo is centered within a dark blue circle that has a lighter blue ring around it. The background of the image consists of concentric circles in various shades of blue, creating a ripple effect.

digitalNOW

Caught Between Push and Pull

Friday, April 8, 2011

11:25AM-12:35PM

Room: Salon 2

Your Panel

Moderator:

- Mark J. Golden, CAE

Executive Director & CEO: National Court Reporters Association

Panelists:

- Lisa Mullings, CAE

President & CEO, NATSO

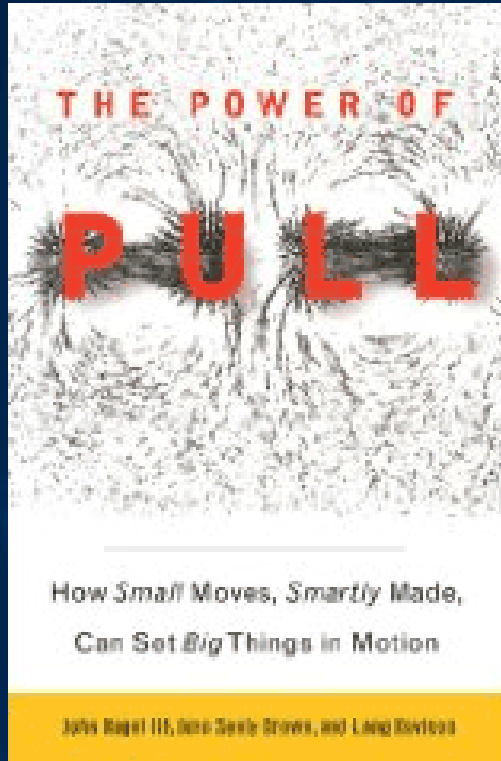
- Arlene Pietranton, CAE

Executive Director, American Speech-Language-Hearing Association

- Richard Yep, CAE

Executive Director, American Counseling Association

“The Big Shift”



- First Wave: Infrastructure
 - New platforms and digital technology eliminate barriers to movement of people, products, money, ideas
- Second Wave: From Knowledge Stockpiles to Knowledge Flows
- Third Wave: Institutional Innovation
 - Achieved by the shift from Push to Pull

Push versus Pull

Push Systems

- Demand can be predicted
- Systems can be created to meet anticipated demand
 - Top Down Design
- Achieving efficiency in the controlled system of production yields profitability
- Periodic, wholesale re-engineering
- Zero sum rewards

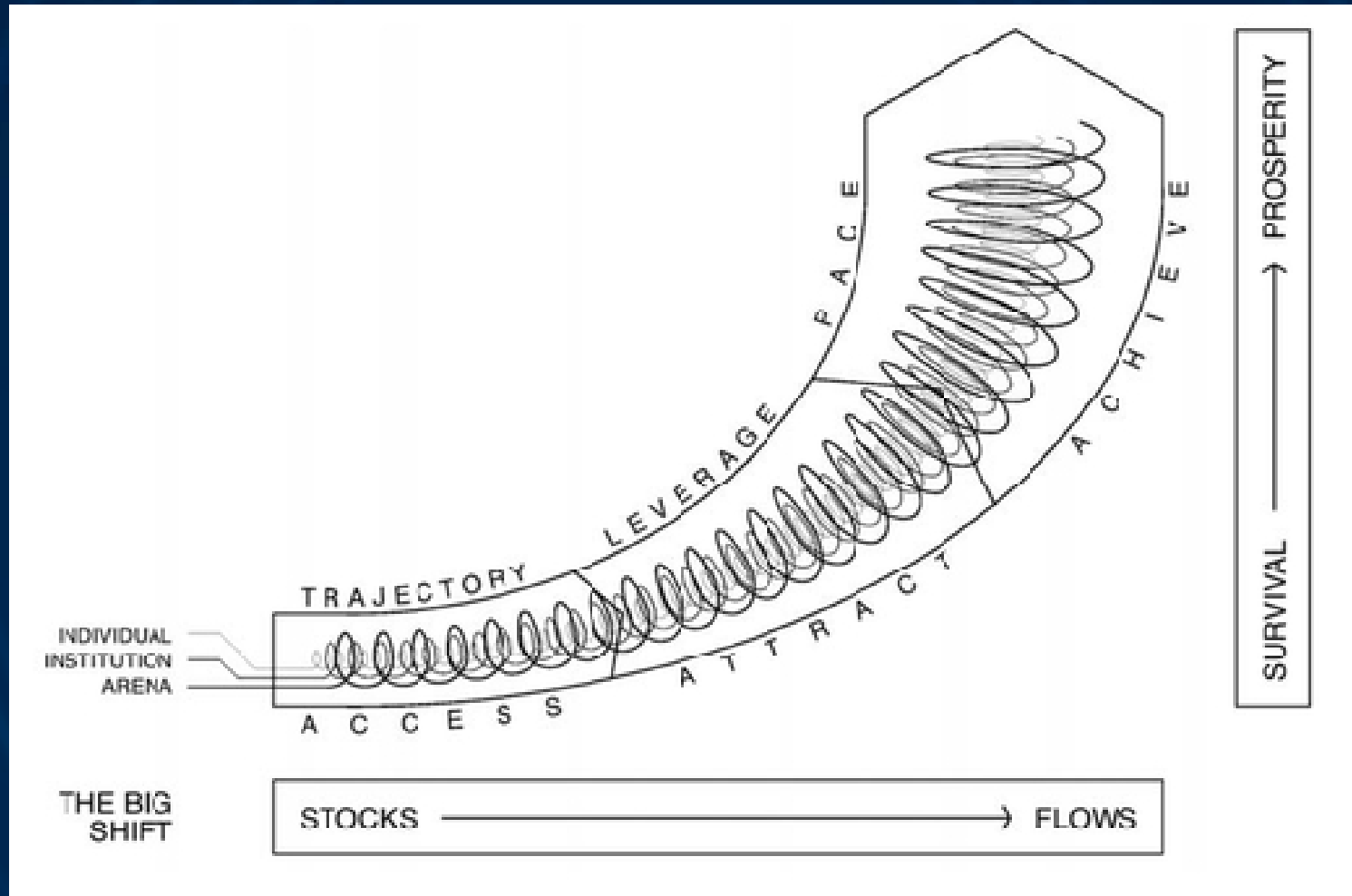
Pull Systems

- Demand is unpredictable
- Modularity: networks form to meet demand then dissolve
 - Emergent Design
- Innovation and nimbleness yield profitability
- Rapid, incremental improvements
- Positive sum rewards

Levels of Pull

- Access
 - The ability to fluidly find and get to the people and resources when and where you need them
 - Trajectory: a clearly articulated and meaningful goal
- Attract
 - The ability to attract and draw new people, ideas and information so that serendipitous synergies occur
 - Leverage: relationships that allow each of us to help each other achieve our potential
- Achieve
 - Make it happen
 - Pace: moving quickly when everything around is changing

A Picture of Pull



Panelist Slides

The American Counseling Association

- Associations are the proving ground for the Power of Pull
- Members with little discretionary dollars and lack of time
- Be careful in asking them what they want (for fear that they don't really know but will tell you anyway)

The American Counseling Association

- 60 volume years into 1---when eleven professional journals go online
- Let the masses decide---20+ blogs
- Design your own damn membership---with a little help from your friends (on staff)

The American Speech-Language-Hearing Association (ASHA)

- Meeting members where-when-how they want ...
ASHA's Social Media Journey
- Breaking the chains of Push
(a.k.a. "representation")
...ASHA's Governance Restructure

Discussion Questions

- Implications for Associations' Role(s)
 - Traditional vs. Convener
 - Catalyst
 - Incubator
 - Our new reality
 - Continuum?
 - Hybrid?
- Monitizing the message

Associations as Conveners



Associations as Catalysts



Associations as Incubators



Digital References

“From Push to Pull: The Next Frontier of Innovation”

John Seely Brown and John Hagel III

http://www.mckinseyquarterly.com/From_push_to_pull_The_next_frontier_of_innovation_1642

“Systems Savvy Supports the Power of Pull”

Terri L. Griffith

<http://www.terrigriffith.com/blog/2010/08/12/systems-savvy-power-of-pull/>

“When Push Comes to Pull: Can Associations Adapt?”

Jeff Hurt

<http://jeffhurtblog.com/2010/12/21/when-push-comes-pull-can-associations-adapt/>

“The Power of Pull: Just Win, Baby”

Keith D. Swenson

<http://social-biz.org/2011/02/06/the-power-of-pull-just-win-baby/>