



# Road to Relevance: 5 Strategies for Competitive Associations

*Harrison Coerver, Mary Byers*

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Use insights from *Road to Relevance* to help move your organization to greater discipline, focus, and value. Framed by five key strategies, *Road to Relevance* is a guide to competitive advantage. The five strategies and related disciplines are clearly defined, and their execution is explained and illustrated through examples. Among other takeaways, you'll learn

- how to identify strengths that deserve a concentration of resources
- the value of a coordinated product and service portfolio and how to achieve one
- the negative effect that marginal or underperforming activities have on your organization and ways to abandon them

*Road* is the followup and complementary companion to the bestselling *Race for Relevance: 5 Radical Changes for Associations*, which identified six challenges that forever changed the association environment and five needed changes. Picking up where *Race* left off, authors Harrison Coerver and Mary Byers, CAE, provide real insight into how to adapt the strategies of *Road* to your organization's circumstances so that you can execute them. Case studies, adaptable examples, and provocative questions are included throughout *Road to Relevance* to help you work through these strategies.

Association leaders must be disciplined strategists, focusing the organizations they serve on value they can deliver and structuring accordingly to compete in the new normal. Use insight from *Road to Relevance* to lead your organization to an ever-more-valued, sustainable, and relevant future.

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