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Road to Relevance, the complementary companion to Race, doesn't stop at identifying the strategies. It gives real insight into how to adapt the strategies to your organization's circumstances so that you can execute. Case studies, adaptable examples, and provocative questions are included throughout Road to help you work through these strategies from adoption to implementation.

Race for Relevance: Road to Relevance

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Road to Relevance: 5 Strategies for Competitive Associations Harrison Coerver. 4.6 out of 5 stars 29.

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Clearly explaining the five key strategies, the authors show you how to: Identify strengths that deserve a concentration of resources. Achieve a coordinated product and service portfolio. Root out marginal or underperforming activities that are negatively impacting your organization.

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Road Map to Relevance - strategy+business

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Clear understanding of the speaker's concern and also to clearly communicate the listener's interest in the speaker's message"

(McNaughton, Hamlin, McCarthy, Head-Reeves, & Schreiner, 2008, p. 224). Stop.

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