

# Welcome to the CIO Hour!

August 2024

## Managing Ch-Ch-Ch-Ch-Changes in Association Projects

# Today's Panel



**MEL STARKWEATHER**

Principal - Starkweather Association Services  
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**Mel Starkweather** is the co-founder of Starkweather Solutions and Cirrus Change Readiness. Concerned by the problems organizations experienced with technical adoptions, Mel developed a passion for empowering teams and their leaders to master change to own their futures. After becoming certified in change management she developed a team-centric change readiness education curriculum certified by Quality Matters, toolset and metrics platform. This platform enables teams to develop in-house change skills which result in quicker projects, avoiding the pain of staff turn-over and lost opportunities. Mel has been recognized as a LinkedIn Top Voice in Change Management and has presented at numerous conferences to include Association Forum, the UK's Memberwise and Community Brands' Xperience.



**JOE PLASTERER**

Principal - Starkweather Association Services  
[joe@starkweather.us](mailto:joe@starkweather.us)

**Joe**, Starkweather Solutions co-founder, has been leading technology projects across the globe for associations, government and private sector clients for over three decades. It's been his experience that the best way to get people to change is to empower them. Joe's clients range from fortune 500 organizations, the US House of Representatives Speaker's office to the State of Wisconsin, to associations in the United States, Canada, UK, Africa, Australia & New Zealand.



**JAMES C. MARQUIS**

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**James C. Marquis** is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting with for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.

## The CIO Hour: Managing Ch-Ch-Ch-Ch-Changes in Association Projects

- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month



Visit [www.theCIOHour.com](http://www.theCIOHour.com) for upcoming topics and events.

## Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- You may claim 1 CAE credit – details will be emailed tomorrow

## Agenda

- In the News – A few highlights that might interest you
- Q & A – 40 min – Discussion with our experts and taking your questions
- The CIO after Hour – 30 minutes of open mic discussion

## In the News...

1. CrowdStrike Reveals What Happened, Why—And What's Changed

<https://www.forbes.com/sites/kateoflahertyuk/2024/08/07/crowdstrike-reveals-what-happened-why-and-whats-changed/>

2. Google loses antitrust case over search

<https://www.cnbc.com/2024/08/05/google-loses-antitrust-case-over-search.html>

3. Steve Jobs Knew the Moment the Future Had Arrived

<https://www.wired.com/story/steve-jobs-speech-personal-computers-ai/>

4. Microsoft lashes out at Delta: Your ancient tech caused the service meltdown

<https://www.cnn.com/2024/08/06/business/microsoft-crowdstrike-outage-delta/index.html>

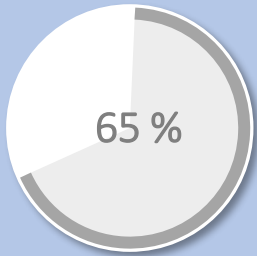
# Today's Topic: Managing Ch-Ch-Ch-Ch-Changes in Association Projects

# Why change matters!

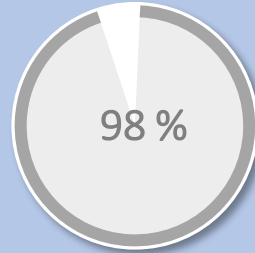
## Association for Talent Development 2022 study:

4-6

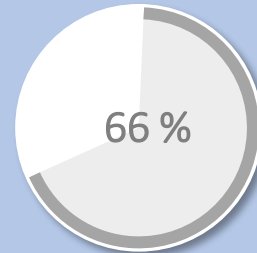
Most organizations had between four and six change projects.



65% of teams don't have change skills.



98% of organizations planned at least one major change.



Two-thirds expected change projects to increase in number and in scope.

## From Changing Point:

### What Makes Employees Most Resistant to Change

Mistrust in organisation



Lack of awareness around the reason for change



Fear of the unknown



Change of job role

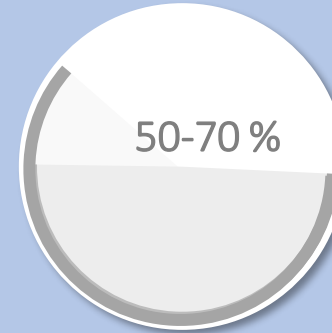


Exclusion from change-related decisions



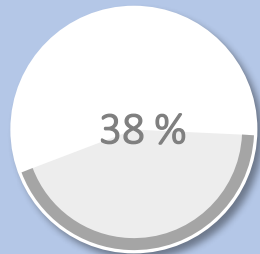
## Gartner: Changing change management

- Open-source or bottom-up change management can increase probability of change success 34-58%
- What is open-source/bottom-up:
  - including team members,
  - co-created strategy,
  - employee implementation,
  - peer-to-peer interactions and
  - education.

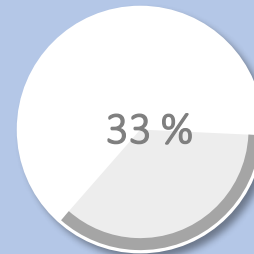


50% - 70% of change initiatives fail in whole or part.

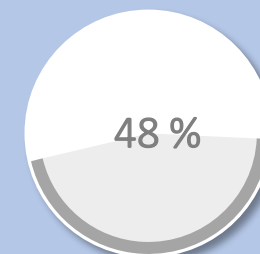
Increase employee engagement.



Decrease implementation time.



Intent to stay can increase.





# On to Your Questions...

What led you to explore change management and how it could impact your engagements?

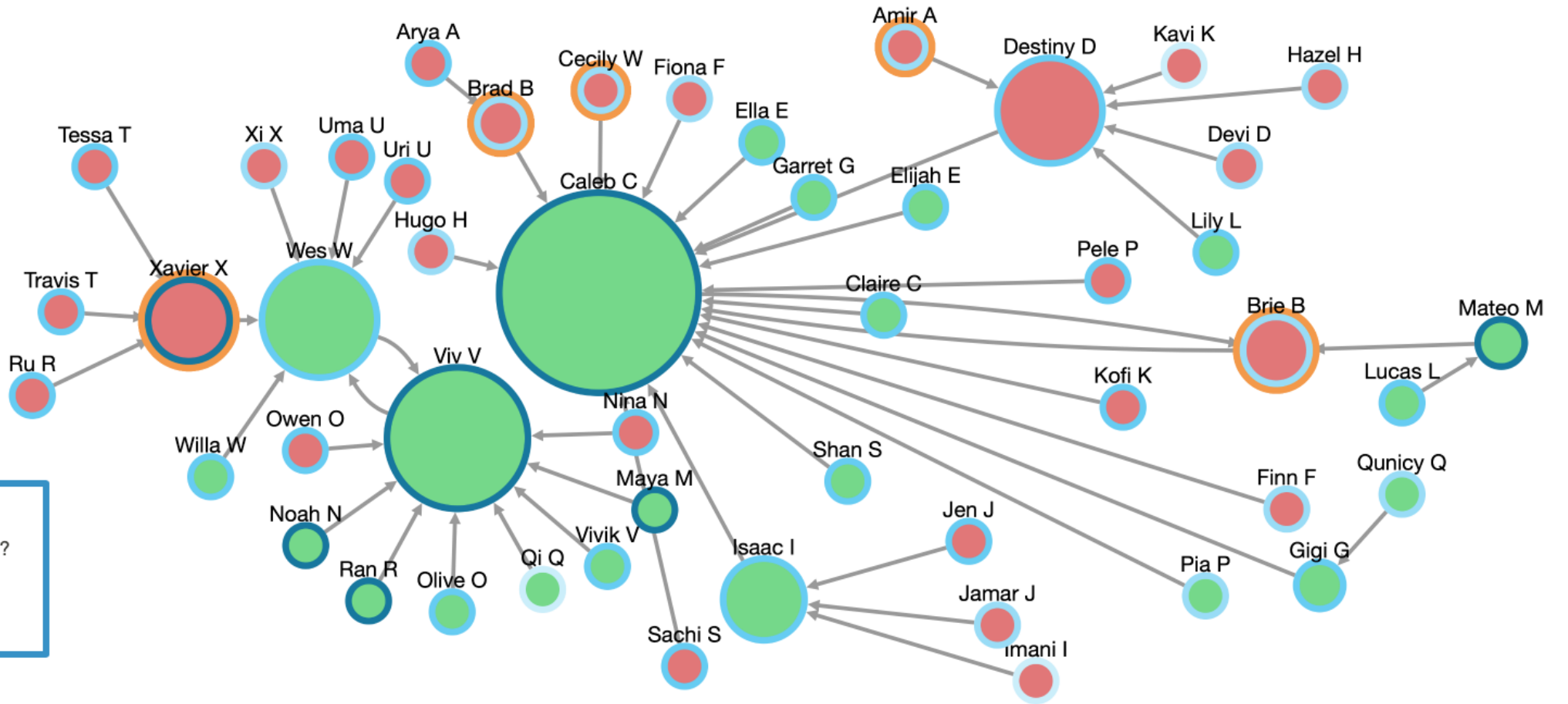
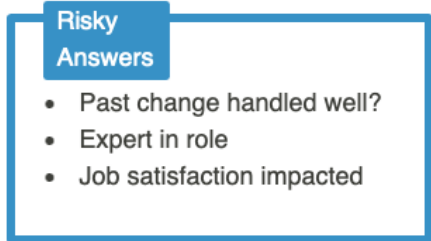
What resources are available that you can incorporate into this discussion?

Tell me a bit about the “expectations gap”  
you observed when evaluating an  
organization’s readiness for change?

How did that observed staff turnover impact your projects over time?

Tell us a bit about what an influencer is within an organization?

Can you walk us through an example of how this influence maps out in real life?





How can an organization go about identifying some of their key influencers related to a project?

What are a couple of small things an organization might do to start building those change management muscles?

# How do you keep the momentum going once the project launches?

Any last parting advice,  
especially for smaller organizations...

# Other Questions?



Thank you to our panel of experts!



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Joe Plasterer

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## Final Thoughts

- Join us September 5<sup>th</sup> for **Using AI to Impact Your Association's Events**
- An archive of this presentation and today's Webinar will be posted on [theCIOHour.com](https://theCIOHour.com) in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: [theCIOHour@501works.com](mailto:theCIOHour@501works.com)
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.