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Best of the 2018 BLI

Tweets Give a Great Snapshot of BLI 2018

If you're not on Twitter, it might look like everyone around you at a meeting or event is playing on their phones rather than paying attention. But if you are on Twitter, you know that's often not the case. For example, at the 2018 ABA Bar Leadership Institute earlier this month, many attendees acted as a DIY reporting crew, sharing quotes, photos, and observations about what they were learning. Whether you were at this year's BLI or not, checking out the Twitter stream for [#BLI18](#) can give you a whole new point of view. (Note: Speaking of different perspectives, the rest of the items in this issue of Bar Leader Weekly highlight resources that are relevant to BLI, or that were written by BLI speakers.)

What Does Belonging Mean?: A New Value Proposition for Changing Times

At a time when the pool of potential members is shrinking and when many consumers are adept at finding what they need for free or at low cost, many associations are refining how they help people understand and tap into the value of membership. For example, what if volunteering was a path toward joining, rather than the other way around? And how can you use research to help prove the value of some of your member benefits? At his [Idea Architects blog](#), Jeffrey Cufaude shares eight ideas to help you think about the value proposition in new ways.

Yes, and ? Lessons from Improv Can Help You at Work and in Life

It's the central tenet of improv, and it can help you at work, in leadership, and in other areas of your life: When working with others, always think it terms of "Yes, and ?" rather than "No, but ?" or even "Yes, but ?" That is, even if you have a difference of opinion or want to take the discussion in another direction, you'll keep the group's positive energy going and have a better result if you constructively build from what the previous person said. BLI attendees had a chance to practice this technique, and a book from Second City can help you apply it?and other tips from improv?every day. At Fast Company, Hugh Hart shares what he learned from the aptly titled [Yes, And](#).

Feeling Stagnant? Consider Taking a 'Planned Leap'

Should you always look before you leap? Or should you sometimes, well?just leap? Often, believes [Mary Byers](#), the best approach may be to take what she calls a "planned leap." If your association is stagnating (or if you are), she writes, consider spending a little time focusing on a specific issue?such as revenue or the website?and making a bold move forward. And yes, she adds, incremental leaps count. To help you get started, Byers also links to her instructions for how to do a 90-day sprint.



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