



What to Do When Everything Is Broken: How a 90-Year Old Organization Re-invented Itself in the Middle of a Recession

**Monday, March 8, 2010
9:00 - 10:15 a.m.**

Content Leaders:

**Joanne Dunne, CAE, president, The Lyons
Consulting Group, LLC**

**Patty Johnson, president, National Council of
Catholic Women**

**David Kushner, CMP, CAE, president, The Kushner
Companies, LLC**

**2010 Great Ideas Conference
Colorado Springs, CO**



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Connecting Great Ideas and Great People

How a 90-Year Old Organization Re-Invented Itself in the Middle of a Recession

- The NCCW Board decision
- The assessment process
- The turnaround



The NCCW Board's Decision

- NCCW's history
- Membership decline
- Financial difficulties
- Retirement of executive director



The Assessment Process

- Top to bottom assessment
- Everything is broken
- The options
- Step 1 – Fix the governance



The Turnaround

- The business plan
- A realistic year-one budget
- Staff restructuring
- The trust factor
- Year 2 & 3 - The outcome is unknown



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