



# Focus on What Matters: A 3-Step Workbook for Selecting and Sunsetting Association Programs, Products, and Services

*Mariah Burton Nelson*

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*Focus on What Matters: A 3-Step Workbook for Selecting and Sunsetting Association Programs, Products, and Services* is a resource for implementing a structured, disciplined, data-driven process for selecting and sunsetting association programs, products, and services in your organization. It can be tailored to any association regardless of size, type, or priorities. Mariah Burton Nelson, vice president of innovation and planning at ASAE, captured and distilled ASAE's undertaking of the development and implementation of this process--what ASAE refers to as the ASAE Focus Framework--into a practical, scalable, and implementable workbook.

This workbook includes

- A unique step-by-step formula for customizing ASAE's Focus Framework to meet your needs
- A simple structure offering three sections for every main step: 1) ASAE's practice, 2) key considerations, and 3) questions to help you draft your plan
- The seven criteria ASAE uses to make go/no-go decisions
- Samples, including ASAE's product portfolio fields, product proposal form, and budget worksheet for proposed products and programs

Institute this formalized process in your organization and have a means for stopping those 'pet projects' and 'sacred cows' that keep you from **focusing on what really matters**. Get this workbook today!

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