

Looking Ahead to 2015: Performance Has Never Been More Important

VettedSolutions

To our valued partners and friends,

This has been an exciting year for the clients we serve. A rebounding global economy... steady growth for associations and nonprofits... higher expectations for the people who lead them... intense competition for finding top talent, and developing that talent to its full potential... by any measure, it's been an exciting year.

But when I read the World Economic Forum's (WEF) Outlook on the Global Agenda 2015, I was struck by what an incredible year the association and nonprofit community has ahead of it. The report's Top Ten trends:

- Deepening income inequality
- Persistent jobless growth
- Lack of leadership
- Rising geostrategic competition
- Weakening of representative democracy
- Rising pollution in the developing world
- Increasing occurrence of severe weather events
- Intensifying nationalism
- Increasing water stress
- Growing importance of health in the economy

Associations and nonprofits will be at the forefront of efforts to address all these trends. How well such organizations perform will be a major factor in our society's ability to deal with the critical issues of the day in 2015 – and likely far beyond.

What's more, the association and nonprofit community will have a major role to play in dealing with one special item on the list, in a less obvious but nonetheless important way. Respondents cited 'lack of effective leadership' as a major concern. Indeed, 86 percent of survey respondents – nearly nine of every 10 individuals – said the world today is facing a "leadership crisis."

Our community is by far the role model for exactly the kind of strong, effective leadership people around the world say is essential to solving the crisis of confidence defined by the WEF study. This creates an amazingly dynamic environment for associations and nonprofits as we enter 2015. The work done by this sector has never been more important – or the challenges they are asked to overcome more significant to our society. Associations and nonprofits must demonstrate the ability to do what the public sees government and other institutions failing to do: achieve real results.

In such an environment, the competition for top talent will continue to be intense – perhaps even more so than usual, as demand for associations and nonprofits to step up to the plate on critical public issues grows more intense. What's more, we can expect many sectors outside of ours to look increasingly to the community as a source of talent – for the proven leaders with exactly the demonstrated skills and capabilities the world seems to believe are so lacking in government and other major institutions.

2015 is going to be an exciting year! All of us at Vetted Solutions wish you every best success.



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