

Presentations
provided by
Cathi Hight are
tailored for
Associations,
Corporations,
and Personal
Development

Think Strategically
Navigate Market Changes
Build a Sustainable Future
with...

CATHI HIGHT
SPEAKER • CONSULTANT • AUTHOR



HIGHT
PERFORMANCE GROUP, INC.

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About your Facilitator Cathi Hight

With more than 20 years' experience in performance improvement, Cathi helps clients identify their real problems and solve them. She shares Kaizen principles of continuous improvement, making small and incremental changes, and improving customer experiences which bring about "good change" for internal and external customers.

Cathi has a diverse career experience which includes being VP of Operations for the Chamber of Commerce of Hawaii, Regional Sales and Marketing Manager for both Dole Foods and Dean Foods, national manager for the Kauffman Foundation's FastTrac Entrepreneurship training program, and a Motorola University Instructor for cycle time reduction and benchmarking. Her accumulated knowledge is shared through her line of books and CD's.

Cathi has worked with a wide range of organizations from the association, education, finance, public, and technology sectors to navigate market changes, streamline operations, increase productivity, and develop staff and customer retention. She has presented at numerous association conferences, including the Great Ideas event for ASAE and the Women's Leadership Conference for the Cunningham Center for Leadership Development. Cathi is Past-President of the Boulder Area Human Resources Association (BAHRA), and a member of the Association of Chamber of Commerce Executives (ACCE) and American Society of Association Executives (ASAE).

"I work with a variety of speakers and Cathi was a delight – organized, detail-oriented and deadline-friendly. Better yet, she received great reviews from our attendees. Cathi is that rare combination of a professional who is a breeze to work with and delivers thought-provoking content."

Wendy Kavanagh, CAE, President, Georgia Society of Association Executives

"Cathi Hight delivered exactly what my members needed: effective ways to identify the value their chamber provides to the different types of members they have along with ways to deliver that value through an effective membership model."

Lisa Weitzel, Illinois Association of Chamber of Commerce Executives

Cathi's Partial Client List Includes

- Association of Chamber of Commerce Executives
- Arkansas Chamber of Commerce Executives
- Carolina Association of Chamber of Commerce Executives
- Chamber Alliance of New York State
- Chamber Executives of Ontario (Canada)
- Chamber of Commerce Executives of Ohio
- Colorado Association of Homes & Services for the Aging
- Colorado Chamber of Commerce Executives
- Colorado Government Finance Officers Association
- Colorado School Nutrition Association
- Colorado Society of Association Executives
- Council of State Restaurant Associations
- Cunningham Center for Leadership
- Florida Association of Chamber Professionals
- Georgia Chamber of Commerce Executives
- Georgia Society of Association Executives
- Illinois Association of Chamber of Commerce Execs
- Indiana Chamber of Commerce Executives
- Kansas Chamber of Commerce Executives
- Kentucky Chamber of Commerce Executives
- Louisiana Association of Chamber of Commerce Executives
- Massachusetts Association of Chamber of Commerce Executives
- Mid-America Chamber Executives
- Midwest Energy Association
- Minnesota Chamber of Commerce Executives
- National Corn Growers Association
- National Funeral Directors Association
- New England Chamber of Commerce Executives
- New Jersey Chamber of Commerce Executives
- Oklahoma Chamber of Commerce Executives
- Oregon Chamber of Commerce Executives
- Pennsylvania Chamber of Commerce Executives
- Southern California Chamber of Commerce Executives
- Texas Chamber of Commerce Executives
- Texas Society of Association Executives
- U.S. Chamber of Commerce
- Vermont Association of Chamber of Commerce Executives
- Washington Chamber of Commerce Executives
- Western Association of Chamber Executives
- Wisconsin Chamber of Commerce Executives

Presentations for Associations and Chambers of Commerce

The Pressing Challenges for Associations

- Being relevant to some and essential for even fewer
- Operating with an antiquated model amidst constant chaos
- Communicating value to a diverse audience
- Increasing engagement and developing loyal members

Today's associations face critical decisions and need to navigate major crossroads at every turn. Although changes in demographics, technology, and competition have created challenges, there have never been more new opportunities to consider in how we serve members. Changes are all around us now and this is the time to capitalize on them. It's both an ambivalent and exciting time for associations!

A strong membership is unquestionably at the core of every successful association. Your sustainability depends on the ability to lead your community, and attract, engage, and keep your members. Uncertain economic conditions and increasing competition makes this more challenging than ever. Is there a way to "work smarter, not harder" to getting and keeping members? Absolutely!

Our Challenges Require Thought Leaders to Provide Awareness, Education and Solutions

Considered as the Membership Guru and the developer of The Member Retention Kit, Cathi Hight helps associations meet the expectations of their members. She provides realignment strategies that help associations of all sizes manage constant change, deliver benefits that members value, leverage volunteer and staff resources efficiently, and effectively communicate the value of membership. She has presented at Association of Chamber of Commerce Executives' (ACCE), American Society for Association Executives (ASAE), and national conventions, regional and state conferences. Cathi was a ACCE national trainer and *Provider of Choice* for membership development and is on the national faculty for the *Institute for Organizational Management*.

Training Approach:

Cathi is a master facilitator and promotes learning using large and small group interactions, brainstorming activities, and the sharing of best practices from associations around the country. She provides scorecards that allow for self-assessment, performance benchmarking, and tactics that can be applied readily to associations of all sizes. Cathi's well-designed presentations feature case studies, innovative ideas and handouts that will serve as stand-alone references long after the learning session.

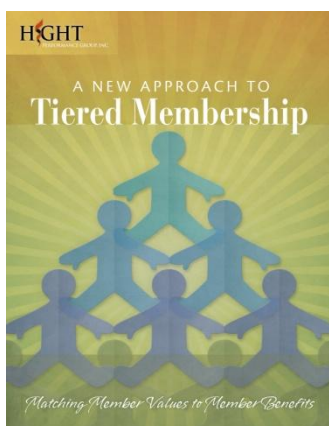
A New Approach to Tiered Membership

More than 50% of the chambers in the U.S have moved from a Fair Share to Tiered model and the concept isn't really new. So, why is membership growth still flat? Maybe the way we design tiered models isn't working well. With increasing demands to deliver ROI for membership, many chamber models are falling short of providing benefits that really matter.

Explore the new approach to creating a tiered model that increases the value of membership and positions your Chamber as an essential investment.

Session Objectives:

- Explore how to use the Member Profile Matrix to offer benefits that appeal to different types of members
- Brainstorm benefits that make prospects say "Sign me up!" and influences members to renew
- Discuss the Top FAQs About Tiered Models and the Do's and Don'ts for Success
- Explore the 6 Steps to Develop a Unique Model for Your Chamber



Strategic Alignment: Leading from the Outside—In

What is our unique role in leading the community/industry?
How do we leverage our strengths, assets and resources?
How do we strategically realign to be essential and effective?

Old paradigms and market changes require associations to assess the landscape, evaluate operations, and develop course corrections. Serving a diverse membership can pull you in many different directions, strain your limited resources and result in ineffectiveness, high staff turnover, and weaken your position in the market. Striking a balance between leading your community and being all things to all members is difficult. Explore how to develop strategically align with your constituents, programming and staffing structure to ensure your association's success.

In this session, you will:

- Discover an Outside-In approach to assess the landscape, perceptions, and expectations
- Determine which operational practices require review, further analysis, and changes
- Recognize the risks and opportunities of continuously adapting to be a market leader

Solutions Broker: Your Role in the Value Chain

Are we as essential to our members as Starbucks or Facebook?
Which new “Golden Handcuffs” will attract and retain members?
How can we help our members be successful?

Let’s face it: your members can’t imagine their day without Starbucks or Facebook. It’s where they get their mojo or know what’s going on around them. With so many competing sources in today’s world, it’s getting harder to attract new members and for current ones to recognize the value of membership. How can your association become so essential that it’s the first place they think to access for information, connections and solutions to their businesses?

In this session, you will:

- Identify what keeps prospects and members “up at night” and how you fit into their Value Chain
- Discover how other **associations** create an essential “sense of place” that keeps members hooked
- Explore three essential strategies to transform your **association** into the Solutions Broker your members can’t do without



Reinvent Networking

Has social media replaced speed networking?
How do we address time poverty and low engagers?
How can we be the Google of networking?

Associations invented networking and the place to “see and be seen”. Thanks to the Internet and social media, networking now is more about computer-to-computer than coming together face-to-face at an event. Although our form of networking is the best way to meet new people and build relationships with other members, we need to explore new ways for members and prospects to connect, meet up, and build their social network. Learn how other associations are reinventing networking through new and innovative resources!

In this session, you will explore:

- Trends that impact our networking model
- Why networkding is more desirable than networking
- Providers that are helping association to reinvent networking
- How to expand your benefits to retain more members and attract new ones

How to Appeal to the 4 Types of Members

Why is a “one size fits all” approach to membership passé?
Do we have the benefits to attract and retain members?
How do we align our strategies to appeal to more of our market?

Different types of customers have different values, concerns, and reasons for joining and renewing. Although a “one-size-fits-none” membership trend is rising, you can understand prospects’ and members’ frame of reference with the Member Profile Matrix. The Matrix will help you to develop targeted value propositions, programming, and a tiered benefits model that will resonate with all stakeholders.

In this session, you will:

- Discover the 4 types of members, their values, challenges and why they join associations
- Identify the types of benefits that resonate the best with each type of member
- Explore how to use the Member Profile Matrix to create a tiered benefits model
- Develop strategies for targeted messages for recruiting, retaining, and communicating to each type of member



Virtual Benefits: Providing Member Value 24/7

Do you have members who have dropped or who question the value of membership because they never come to anything? Let’s face it: associations are fighting for their members’ time and resources. And these days, members have less time to come to face-to-face events or meetings.

We tell members they get benefits from their membership by being involved (coming to programs)—we’re also saying they don’t reap the rewards if they don’t come. What do you offer members who don’t or can’t come to your events, programs or meetings? How do you compete with Facebook and LinkedIn where membership is free and members expect to get all their benefits virtually?

Explore ways to provide virtual benefits to members that they can access 365 days a year. Recognize how associations can be the leaders of providing essential information, connections, and access to resources that entrepreneurs, corporations and non-profits will value.

In this session, you will:

- Explore the 5 needs of members and what they want from membership
- Discover how other associations are helping members connect, market and address their challenges
- Identify how you can provide value-added services that create revenue and that members value

The VOI of Membership is Greater than the ROI

Are more and more members questioning their ROI of membership?
Why do members who “get it” see the value and others don’t?
How can we communicate the value of membership better?

Members who ask about ROI don’t see the value of their membership. Members who love you talk about VOI, not ROI. ROI (Return On Investment) focuses on the same or higher amount of \$\$ invested. Although you can’t always deliver a return on \$\$, you have delivered on the Value of I, where I means more than Investment. Explore the power of VOI and how to change the way you communicate the value of membership.

In this session, you will:

- Discover the power of VOI and why it means more than ROI ever will
- Identify the top 12 VOI benefits associations deliver to stakeholders
- Consider how to leverage your VOI to communicate the value of membership
- Explore how to develop a VOI campaign to recruit and retain more members



Strategies to Improve the Membership Life Cycle

How we recruit members that are most likely to renew?
How do we improve 1st year retention?
What are the best ways to increase engagement?

The Membership Life Cycle focuses on implementing best practices for acquisition, ensuring that members are well integrated into our communities, influencing engagement, and a successful renewal process. This is an ongoing cycle that we must manage and continuously improve on. Explore the best strategies for acquiring, integrating, engaging and renewing members!

In this session, you will:

- Explore the top three strategies for recruiting members that “stick”
- Discover ways to increase 1st year retention through onboarding practices
- Identify new ways to engage members and track engagement
- Learn strategies to increase renewal rates and how to get members to renew timely



Presentations for Organizations and Personal Development

The Pressing Challenges for Today's Organizations

- Managing constant change and restructuring
- Difficulty in attracting and retaining top talent
- Increasing productivity amidst employee overload
- Developing next generation leaders

Today's organizations have demands from various stakeholders and delivering value to employees and customers is getting harder. Changes provide its challenges and opportunities. It's both an ambivalent and exciting time for organizations to aspire to the next level!

A successful organization is constantly evolving to adapt to changes and to develop an agile culture of professionals. Your sustainability depends on the ability to communicate strategic direction, develop an effective team, and operate efficiently. Uncertain economic conditions and increasing competition makes this more challenging than ever. Is there a way to "work smarter, not harder" as an organization? Absolutely!

Our Challenges Require Thought Leaders to Provide Awareness, Education and Solutions

Considered as the communicator of "good change", Cathi Hight helps organizations develop strategies to deliver exceptional customer experiences, improve team culture, adapt to strategic initiatives, and increase productivity.

Cathi has presented for the American Society for Association Executives (ASAE), and many conference at a national, regional and state level. Cathi is on the national faculty for the *Institute for Organizational Management*. She has provided onsite and virtual training for organizations from the public, manufacturing, education, technology, associations, and finance sectors.

Training Approach:

Cathi is a master facilitator and promotes learning using large and small interactions, brainstorming activities, and the sharing of best practices from associations around the country. She provides scorecards that allow for self-assessment, performance benchmarking, and tactics that can be applied readily to organizations of all sizes. Cathi's well-designed presentations feature case studies, innovative ideas and handouts that will serve as stand-alone references long after the learning session.

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Ready to Serve

Competition is increasing while customer service is becoming extinct. Customers today have many choices on where to dine, shop, and buy their products and services. When they choose an establishment, they have expectations of what service means to them. And it's up to us to step up and be ready to deliver the experience that makes customers want to come back time and time again.

This session highlights the elements of exceptional service by communicating, "Welcome and we're ready to serve you!" Develop an edge in the market by reinforcing the 10 Customer Service Commandments. Based on customers' top pet peeves, these commandments describe what it takes for your staff to be Ready to Serve every day.

Session Agenda:

- Remember What It's Like to Be a Customer
- The 10 Customer Service Commandments
- Three Strategies to Create Win-Win Outcomes for Customers and You



The Courage to Manage Up

Managing projects, people and multiple priorities is hard enough. Creating win-win situations and building a strong relationship with your boss can sometimes be a challenge. Is there a way that you can create a win-win partnership with your boss that builds cooperation and achieves success for both of you? Absolutely!

In this session, you'll explore the three factors you must master to effectively manage up. You'll discover the importance of adapting to others' behavioral styles, use the Partnership Scorecard to build trust and a stronger relationship with your boss, and you'll determine which strategies will best help you to get buy-in from your boss and achieve your personal and professional goals.

Session Agenda:

- The Style Factor: Why It Matters and How to Create Situational Power
- The Partnership Factor: How to Build Trust with Your Boss
- The Courage Factor: Discover How to Get Your Goals and Needs Met



What Motivates Me?

Contrary to belief, money is not a motivator to retain employees. We operate with 'psychological contracts' everyday due to our work expectations. Whether spoken or unspoken, met or unmet, expectations have a powerful impact on our thoughts, feelings and behaviors, and play a key role in driving our attitudes.

Explore 10 universal work expectations, what motivates you and your team members, and how to create work environments that meet everyone's needs. (Optional: Work Expectations online assessment for participants to identify their motivators @ \$30/ea)

In this session, you will explore:

- Explore the top 10 reasons employees leave organizations
- Discover work motivators and their importance in retention
- Recognize your own work motivator and how to get more of what you want in your position
- Determine others' motivators and how you can help them get what they want



"So What?" Communicate What Really Matters

How many time have you listened to a presentation or 'elevator speech' and thought to yourself, "So What?" Maybe because you couldn't relate to what the speaker said, or you didn't think what he/she said was relevant to you, or the speaker didn't invoke you to learn more.

We are overwhelmed by so many messages from various sources that it's easy for people to tune out to what we're saying. If the speaker doesn't address the ""So What?" factor that comes up for all of us (even if we're too nice to actually say it aloud), they just don't listen.

Explore how to apply a new communication approach to everything you do. You'll learn how to get people to say, "I love it! "I need it!" and "I'll buy it!" As a result, you'll deliver stronger presentations, communicate targeted messages, and increase sales and buy-in from others.

In this session, you will explore:

- Why 70% of all communication is filtered out
- The importance of knowing the audience and what really matters
- How to sell "So What?" Benefits
- 3 strategies for communicating the value of what you offer



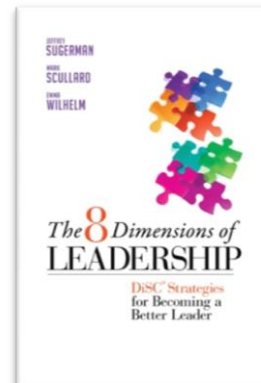
The 8 Dimensions of Leadership

To be an effective leader you need to know your strengths—but that’s only part of the story. You also need a broad perspective on all the behaviors needed to be an effective leader. Explore the 8 different dimensions of effective leaders; the strengths and weaknesses; and opportunities and downsides of various leadership elements.

This session identify your primary leadership dimension and helps you understand the psychological drivers, motivations, and “blind spots” characteristic of your style.

In this session, you will explore:

- Characteristics of the most effective leaders and why others derail in their careers
- The 8 Dimensions of Leadership needed to perform in today’s environment
- How to leverage your leadership strengths and overcome your blind spots



10 Secrets of a Volunteer Leader

Do you have great volunteers that will be assuming leadership roles in the near future?
Do you want to enhance your own leadership skills as a volunteer leader?
Do you want to provide tips for leaders who manage other volunteers?

Being a leader and managing others requires an effective set of skills and experience. When neither the leader nor the team members are paid, it can present some unique challenges that require a different understanding. Explore secrets and the lessons learned from a seasoned volunteer leader to help you develop effective leaders who manage other volunteers.

In this session, you will explore:

- How effective leaders build successful teams
- The challenges of being a volunteer leader
- The 10 secrets of a successful volunteer leader
- What makes volunteer leaders successful



Are You Really Listening?

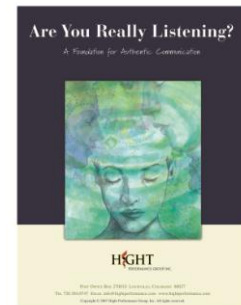
What happens when you use the wrong listening style for the situation?
Have you ever been accused of “not listening” when you thought you were?
Is there a right listening approach to resolve conflicts and improve interactions with others?

Good communication is one of the most valued skills in the workplace. Miscommunication occurs because people use their “preferred” listening style. Did you know there are five different listening styles?

Effective listening is crucial to communicating productively on a team and working with customers. Explore the five listening styles and learn to become an active and purposeful listener on a team and in all interpersonal communication settings. (Optional: Personal Listening assessment for participants to identify listening styles)

In this session, you will explore:

- Explore the characteristics and challenges of ineffective listening
- Identify five listening approaches and how they are used in communication
- Assess individual listening approaches and their strengths and shortcomings
- Recognize the benefits of using more than one listening approach
- Practice using all five listening approaches in situational role plays



7 Secrets of Successful Networking

Are you comfortable meeting people for the first time?
Is it easy for you to engage in conversation with others whom you just met?
Do you want a more effective “elevator speech” to introduce yourself and what you do?

By building connections with other people, you can increase sales, create strategic alliances and broaden your spheres of influence. Sounds so simple, right? Why do some find it easy to schmooze at a networking event and others go unnoticed in a crowded room?

Learn how to use proven networking techniques to explore new opportunities and hopefully, develop and enhance your contacts in the community. You’ll develop a powerful 30-45 second introduction to pave the way for meaningful dialog with those you meet in your network.

In this session, you will explore:

- The Difference of Being Onstage and Backstage
- How to Make the Most of Memberships and Networking Opportunities
- How to Use the “Movie of the Week” Technique to Create Networking Dialog
- The 3 Components of a Powerful Elevator Speech
- The 7 Secrets of Successful Networking



10 Reasons Why There's Conflict in the Workplace

How does conflict impact teamwork, productivity and employee retention?
Is it possible to prevent conflicts?
What's my role in reducing conflicts at work?

Most of us want to avoid conflict like the plague and usually it's based on a misconception that all conflict is bad. In reality, conflict many times pushes employees to be more innovative and take relationships to a new level of openness, honesty, and understanding. If handled appropriately, conflict in the workplace can create stronger bonds among team members and pave the way for improved communication. However, if handled inappropriately, conflict can destroy work relationships and cause team members to become disgruntled and dissatisfied with their jobs. Learn the key reasons why conflict arises and how you can alleviate the frequency.

In this session, you will explore:

- Explore the characteristics and challenges of ineffective listening
- Rate how well employees currently prevent and resolve conflicts
- Explore 10 reasons why conflict arises in the workplace
- Consider your role in helping employees prevent or resolve conflicts



Giving Constructive Feedback: The 1, 2, 3 Formula

Why is it difficult to give constructive feedback to others?
How do I get a message across in the most effective way?
Is there a better way to give feedback that won't create negative reactions?

You have many opportunities to provide feedback to others whether it's to coach employees on their performance or to let those closest to you know how you feel about a behavior or action taken. The techniques are the same and the more you practice, the better you are about delivering honest feedback. Use a proven and simple model to give both positive and corrective feedback using three sentences.

In this session, you will explore:

- The importance of giving both positive and corrective feedback
- The 1, 2, 3 formula for delivering effective feedback
- The art of questioning to probe for clarification, identify solutions and create accountability others' behavior



Change Management: Dealing with Constant Restructuring and Reorganization

Why do some people manage change better than others?

Does everyone go through change the same way?

How do I help myself and others manage constant change?

Change is today's only constant. People don't resist change; they experience challenges and success in managing the transitions of change. Knowing the natural response to change initiatives, we can anticipate others' responses and provide the support needed.

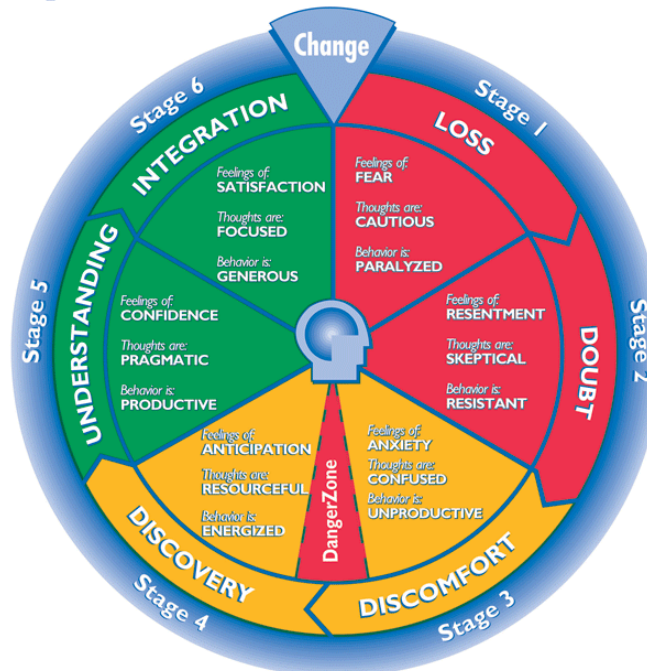
Explore the natural responses to transitioning to change and a model to use when implementing larger organizational change initiatives.

In this session, you will explore:

- Recognize that change is a constant
- Discover strategies to enable change as a leader
- Accept that change is an event and transition is a process
- Explore the Change Cycle, characteristics of each stage and what people need to manage their transitions

The
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Work Smarter, Not Harder: Optimize Your Space for Higher Productivity

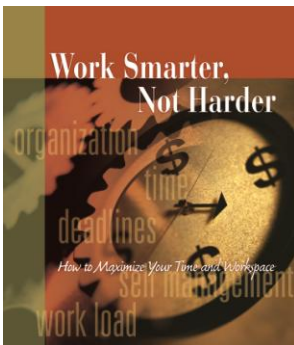
Do you feel overwhelmed as soon as you get to your office?
Do you find it difficult to stay focused on your most important priorities?
Why multi-tasking is unproductive when juggling priorities?

Time and motion studies prove that people lose 1-2 hours a day through disorganization, lack of concentration and constant interruptions. Practicing work smarter, not harder strategies starts with having a workspace that promotes productivity. By optimizing your workspace, you'll feel organized all day, improve your concentration, reduce your stress immediately, and get tasks done in ¼ the time!

In this session, you'll:

- Assess your current workspace and workflow habits
- Discover how to optimize your office layout to increase space and workflow efficiency
- Recognize why multi-tasking doesn't work and how to manage multiple priorities effectively
- Explore tips to redesign and reorganize to improve your productivity

** Content are excerpts from the popular Work Smarter, Not Harder workbook and training program*



Work Smarter, Not Harder: *Outlook Tips and Tricks to Manage E-Mails and Multiple Priorities*

Are you drowning to manage a huge volume of e-mails?
Are you faced with juggling multiple priorities with competing deadlines?
Do you have multiple To Do Lists and struggle how to stay organized and productive?

Technology can help you work smarter! Learn how Outlook can help you manage a tidal wave of e-mails, save you time, and increase your productivity. Explore a simplified process to prioritize your day. It's time to get your workday under control. Are you ready?

In this session, you will explore:

- The Outlook Tips & Tricks Scorecard: How Well Do You Leverage Outlook to Manage Your Day?
- E-mail Management Tips to Process E-mails in Less Time
- Integrating Outlook In-Box, Calendar and Task Features to Manage Multiple Priorities
- Prioritizing multiple projects, tasks and requestors

** Content are excerpts from the popular Work Smarter, Not Harder workbook and training program*

Work Smarter, Not Harder: Strategies to Use Time Effectively

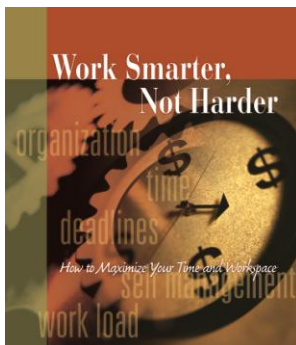
Do you feel you need better time management skills and don't know where to start?
Do you spend much of your day fighting fires and dealing with unnecessary interruptions?
Do you often feel "busy" yet accomplish little of what's really important to you each week?

You've often heard someone mention they need 'time-management' help. Did you know there are 12 time management skills areas? There's a good chance that you don't suck in all of them! So, which skill area do you really need to improve on? Discover your time management strengths and create an action plan to improve your skills.

In this session, you'll:

- Explore the 12 time management skill areas and identify your strengths and weaknesses
- Discover strategies and new behaviors needed to improve on a skill area
- Learn how the time management matrix helps you understand where your time goes and how to spend less time in 'crisis' mode
- Design a new ideal weekly schedule to balance multiple priorities and gain control of your time

Length of presentation: (1 –2 hours, with a difference in topic depth and interaction)



Work Smarter, Not Harder: Balance Multiple Priorities and Manage Stress

Is it difficult for you to say "No" or "Not right now"?
Do you find it challenging to maintain an "open door" and your productivity?
Is your stress level rising to the point where it's impacting your life?

Stress and burnout are on the rise. Did you know we work more hours than any other industrialized country in the world? With increasing demands from work and our personal life, it's getting harder and harder to achieve work-life balance. Explore strategies to balance what's on your plate and to reduce your stress level.

In this session, you will explore:

- The Signs of Lost Productivity
- How to Make the Open Door Work for You
- 6 Ways to Say "No" or "Not right now"
- 5 Stages of Stress and Strategies to Achieve Work-Life Balance

** Content are excerpts from the popular Work Smarter, Not Harder workbook and training program*

Don't Just Take Our Word for it: Rave Reviews from Conference Planners and Participants

"Cathi Hight delivered exactly what my members needed: effective ways to identify the value their chamber provides to the different types of members they have along with ways to deliver that value through an effective membership model."

Lisa Weitzel, Illinois Association of Chamber of Commerce Executives

"What a great workshop! Cathi is so gifted and so knowledgeable about Chambers and our membership challenges!"

– Minnesota Chamber of Commerce Executives (MCCE) Participant

"Cathi Hight did a wonderful job at our Women's Leadership Conference. I had seen her speak at another conference a couple of years ago and so enjoyed the actionable information that I received, that I recommended her to speak at our conference. I was not disappointed. Our attendees were very impressed with her seriousness and "no nonsense" presentation. Cathi gives her audience real world, applicable information that is needed in today's rapid change work environment. I highly recommend her."

Kim Eason Rozycki, Director of Events & Marketing, Cunningham Center, Columbus State University

"I work with a variety of speakers, and Cathi was a delight – organized, detail-oriented and deadline-friendly. Better yet, she received great reviews from our attendees. One noted, 'Cathi's program actually allowed me to completely revisit how I perceive volunteer leadership and my own effectiveness.' Cathi is that rare combination of a professional who is a breeze to work with and delivers thought-provoking content."

--Wendy Kavanagh, CAE, President, Georgia Society of Association Executives

"Thank you for bringing your membership expertise to the first-ever MAKO conference. In these challenging times, it's important for us to be reminded of the basics of member service as we constantly seek the 'new' programs that will make a difference. You helped us focus on both."

**Tracey Osborne, President/CEO, Overland Park Chamber,
Chair of the Missouri, Oklahoma, Kansas, Arkansas Conference**

"The evaluations of your sessions came out as a '5' - the top score! The comments were all positive and more than one noted that you should have had a longer time slot! I certainly agree."

You were the rock of our conference! Your presentations stretched the thinking of conference attendees and provided tangible takeaways that will help chambers right away. Individuals left your sessions wanting more which is a great testimony to you since you delivered incredible content with numerous ideas and participants simply could not get enough! So, you were more than a rock....you were the rock star of this conference!

Thank you for all you did to go over and beyond expectations to make this first combined conference of the Oregon/Washington chambers a huge success.

Mike McLaran, McLaran Enterprises, Co-Chair of the OSCC-WCCE Conference



Book Cathi Today
for Your Next Event
and Stay in Touch
via Social Media



Hight Performance Group, Inc. offers performance improvement strategies, assessments and intervention tools to help organizations build sustainable futures, increase productivity, and develop staff & customer loyalty.

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