

How to Improve Young Member Engagement for Association Professionals Using Behavioral Science by Dr. Gleb Tsipursky

In this engaging, interactive and entertaining presentation, attendee participants will dramatically improve your ability to excel at engaging young association members. Many myths prevail about young association members. Very few are actually supported by cutting-edge cognitive neuroscience and behavioral economics research.

The prevalence of these myths stems from dangerous judgment errors that behavioral scientists call cognitive biases, which gravely impair the ability of association leaders to engage young members. For example, the false consensus effect – our tendency to overestimate the extent to which others share our perspectives – leads to senior association professionals seeing junior members as younger versions of themselves, and as a result, making serious errors in young member engagement.



Fortunately, recent research by the American Society of Association Executives (ASAE) and other organizations, along with academic research, has shown innovative ways to overcome these errors and greatly improve young member engagement. This presentation will offer case studies and best practices, combined with groundbreaking research in cognitive neuroscience and behavioral economics, to provide the most critical skills and take-aways that association professionals need to address cognitive biases and excel at engaging young association members.

About our presenter:

[Dr. Gleb Tsipursky](#) helps association professionals make the wisest decisions around member and staff engagement as the CEO of the consultancy [Disaster Avoidance Experts](#). A best-selling author of seven books, he especially is well-known for his global best-sellers [Never Go With Your Gut: How Pioneering Leaders Make the Best Decisions and Avoid Business Disasters](#) (Career Press, 2019) and [The Blindspots Between Us: How to Overcome Unconscious Cognitive Bias and Build Better Relationships](#) (New Harbinger, 2020). His newest book is [Leading Hybrid and Remote Teams: A Manual on Benchmarking to Best Practices for Competitive Advantage](#) (Intentional Insights, 2021). His writing has been translated into Chinese, French, German, Korean, Russian, Polish, Spanish and other languages. His cutting-edge thought leadership was featured in more than 650 articles and 550 interviews in prominent venues. They include [Harvard Business Review](#), [Fortune](#), [Inc. Magazine](#), [CBS News](#), [Time](#), [Business Insider](#), [Government Executive](#), [The Chronicle of Philanthropy](#), [Fast Company](#), [Boston Globe](#), [New York Daily News](#), [Fox News](#), [USA Today](#), and [elsewhere](#). His expertise comes from more than 20 years of [consulting, coaching](#) and [speaking and training](#) for mid-size and large organizations [ranging from state societies to Aflac and Xerox](#). It also comes from his [research background](#) as a behavioral scientist. After spending eight years getting a PhD and lecturing at the University of North Carolina at Chapel Hill, he served for seven years as a professor at the Ohio State University. A proud Ukrainian, he resides in Columbus, Ohio (Go, Bucks!). In his free time, he makes sure to spend quality time with his wife to avoid his personal life turning into a disaster. Contact him at [Gleb\[at\]DisasterAvoidanceExperts\[dot\]com](mailto:Gleb[at]DisasterAvoidanceExperts[dot]com), follow him on [LinkedIn @dr-gleb-tsipursky](#), [Twitter @gleb_tsipursky](#), [Instagram @dr_gleb_tsipursky](#), [Facebook @DrGlebTsipursky](#), [Medium @dr_gleb_tsipursky](#), [YouTube](#) and [RSS](#), and get a free copy of the [Assessment on Dangerous Judgment Errors in the Workplace](#) by signing up for the free Wise Decision Maker Course by [selecting this link](#).