

When you get those, that combination of expertise a desire and a real hunger to learn the business before they start to tell you what the solutions are, I think is one of the greatest assets that in this process for me.

Well my name is Mike Theo I'm the president and CEO of the Wisconsin Realtors Association. It's an organization that's been around for over a hundred years we represent about 15,000 real estate professionals in the state. Brokers, sales agents, people selling commercial, residential, leasing, farmland... so all aspects of the Association touches the real estate business in Wisconsin and across the country. So we customize reports off of an information platform. That did two things however, first of all it meant that only one person knew and could do the work that we needed for customization and programs in the future and two, we were getting longer and longer delays in projects because of that bottleneck.

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One of the things that we saw when we went through this process is we really didn't have the business side of the Association well-defined, and if without that we can't really write the IT solutions that we were looking for. And so the SVA process, which is a pretty rigorous process but one that was flexible enough that could meet our needs as an association. I was a little bit concerned about going through this process because we're a not-for-profit and a lot of discussion with our consultants had to do with revenues and those types of things. They assured me that this, that they had done this before and they knew what they were doing and lo and behold at each time they did deliver and we started to write a program that was really tailor-made for the Association. After that was done, the process is really like strategic planning on steroids really. We delve deep into the association side of things in the business. Created a kind of a strategic plan for that and now we're in the process of applying that to the original goal, which was our IT services. The two folks that we had were very comfortable with our staff. First were the senior staff and then with a core group that kind of hit all levels of the Association and now doubling back with the IT and the senior staff in developing that business model that the IT is going to be targeting on. They take the time to learn who we are and they take the time to learn who the people are. And that really was something that I didn't expect in the beginning and it turned out to be the best part of the process.