

Alberta-based organizational expert Maiden Manzanal-Frank offers tips on strategy effectiveness

RED DEER, Alberta - Nov. 19, 2019 - [PRLog](#) -- Maiden Manzanal-Frank, an organizational development expert from Alberta, provided practical insights on how to implement strategies that work for the organization, and not the other way around in her talk at the 2019 Canadian Society of Association Executives Conference in Vancouver, BC, Canada last month.

Manzanal-Frank highlighted the top three practical strategies to use by associations so that they can benefit the full and substantive value from their strategic exercise and avoid the pitfalls related to failures to implement, failures to internalize, and failures to focus on what matters most.

More than 50 delegates representing various associations of different sizes and complexities from all over the country attended the presentation.

Ms. Frank highlighted that organizations that refuse to let go of obsolete, ineffective, and outdated thinking, processes, and products/services cannot be competent to begin to a new strategic framework so that they can be light on their feet and able to adapt masterfully to changing demands, environments, and pressures on a regular basis.

Known as the Strategy Maven, Manzanal-Frank is an award-winning diversity champion, advisor, consultant, speaker, and mentor to many aspiring social innovators around the world. She is a well-traveled and most sought-after speaker and writer on organizational development issues. Manzanal-Frank had helped countless organizations and individuals achieve their organizational, career, and executive impacts since 2014. Feel free to get more relevant resources at www.globalstakesconsulting.com.

Contact

Maiden Manzanal-Frank, The Strategy Maven

***@globalstakesconsulting.com

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