



# ASP Membership Benefits & Information

*Membership Has Its Privileges*

ASP is a non-profit professional society whose mission is to help people and organizations to succeed through improved strategic thinking, planning and action.



# ASP Membership Information

ASP Annual memberships are a full year from payment date, not calendar year. Members may attend any Chapter meetings that are of interest. Members may choose to be Members At Large, but are encouraged to join their local Chapter and participate in person. Third party subscriptions, discounts, etc. require registration through ASP's Executive Director.

## Annual Membership Fees

Individual Membership*	\$195
Corporate Membership	\$5,000
Student Membership*	\$90
<b>Total Estimated Value of Individual Membership</b>	<b>\$2075</b>

(\*Please see our Student Discount Policy)

### Members:

Gain access to thought-leadership in strategic planning/management at discounted rates and have the ability to contribute towards the advancement of strategic planning & management in business.

### Non-Members / Event Attendees:

Learn from industry leaders about creating an enhanced/sustainable competitive advantage through effective strategic management and network with other strategic management professionals.

### Event & Chapter Sponsors:

Build your company brand by marketing directly to industry professionals at local, monthly industry events.

### Speakers:

Build your own personal brand as an industry thought-leader through local speaking engagements to strategic management professionals.

### Corporations:

Gain advice, thought leadership, and resources to develop and/or enhance the maturity level of your strategic management office and improve the execution of your business strategy.

# ASP Membership Benefits



## I. Career Path

### 1 Job Postings

**Value — \$100 Savings Annually**

- Job Postings for your company openings.
- Post your resume, availability and interest.

### 2 PRICELESS! Member Services Directory

- Gain access to the Member Services Directory, online, updated monthly.
- Easily find and network with other ASP Members through the Directory.
- Additionally, Non-ASP Members and organizations are able to use this Directory to find individuals with specific competencies. This has proven to bring significant employment opportunities to many ASP Members.

## II. ASP Chapter Meetings and Annual Conference

### 3 Convenient Chapter Locations

- ASP currently has 15 Chapter locations in the USA.
- International Affiliates are located in Canada and soon to be in Saudi Arabia—and growing around the world!

### 4 PRICELESS! Monthly Professional Meetings

- Learn from guest speakers who are on the forefront of strategic thinking, strategic planning, and strategic action, including CEOs, practitioners, academics and other thought leaders.
- Meet with other professionals to share experiences, information and knowledge.
- Build relationships with professionals in the Strategic Planning Field and Discipline.
- Meet colleagues who can provide resources to you, your company, or your clients.

### 5 Discount Member Rates for Meetings and Events

**Value — \$90-\$165 Annually**

- See individual *Chapter pages* on the ASP Website for specifics.

### 6 Annual Conference

**Value — Discount of \$100 Annually**

- Expand your knowledge by hearing from the leaders in strategic thought, learning, and action from real world case studies and exploring strategic concepts from multiple perspectives.

## III. ASP Certification Program

### 7 **NEW! ASP Certification Program**

**Value** — **\$250 Savings** per exam and applicant. Certifications are available for:

- Level II Certification: Strategic Management Professional (SMP)
- Level I Certification: Strategic Planning Professional (SPP)
- Designation: Strategic Planning Apprentice (SPA)

Note: Learn more about the Certification Program on the ASP website, [www.StrategyPlus.org](http://www.StrategyPlus.org). There you can also download the Certification Handbook and Application.

### 8 **NEW! ASP Certification Documents and Materials**

**Value** — **\$25 Savings** per set of Body of Knowledge (BOK) Workbooks for the Strategic Planning Field and each Certification.

## IV. Networking

### 9 **Access to ASP Members Only Website**

**Value** — **\$500 Annually**

- The ASP website is a central location to find many of the ASP Membership Benefits as well as the Members Only Section.

### 10 **Communication Channels**

- Ability to have your articles, books, and opinions published on the ASP website.
- Receive ASP's monthly, leading-edge Newsletter to keep abreast in the Strategic Planning field.

### 11 **ASP LinkedIn Community**

- Only ASP members can use the LinkedIn.com ASP Group, and have the option to put the ASP logo and your Certified title (SMP or SPP) next to your name so you can be seen at a glance to be a Strategy Professional. We will send you the special link to enroll.

### 12 **Strategic Alliances**

- Access to Strategic Alliances with other Professional Societies including ASP Registered Educational Providers (REPs), Institute of Management Consultants and Alliance of Merger & Acquisition Advisors.

## V. Professional Development

### 13 **NEW! Courses by a Registered Educational Provider (REP)**

**Value** — **\$10% Savings** per course—estimated at \$200 per course, per year.

- Each REP is a part of a Strategic Alliance with ASP.
- They teach the ASP 21st Century Requirements of the Body of Knowledge (BOK) for the Strategic Planning Field.
- ASP REPs are the best, and most focused Educational Providers we can formally “Qualify” in the Field.

Note: Learn more about the REP Program on the ASP Website, [www.StrategyPlus.org](http://www.StrategyPlus.org). There you can also download the REP Handbook and Application.

### 14 **Continuing Education Units (CEUs)**

- As an ASP Member you have the opportunity to continue your professional development by earning CEU credits. This is done through ASP's Registered Educational Providers (REPs). Additionally you can earn Professional Development Units (PDUs) by attending ASP events.

### 15 **COMING SOON! Webinars and Distance Learning Events**

- In 2010-2011 ASP will rollout a complete Distance Learning Program for ASP Members and International Affiliates. This Program is for those who prefer convenient, “bite-sized” learning.

### 16 **Online Communities of Practice**

- ASP Members have access to the ASP Online Community of Practice found at [www.ASPConnects.org](http://www.ASPConnects.org). The Community includes up to date job postings via Simply Hired.

**How to Join ASP**

Complete and submit an secure online application at [www.StrategyPlus.org](http://www.StrategyPlus.org) or download and print a Membership Application (PDF).

## VI. Professional Information and Discounts

### 17 **FREE! Subscriptions and Access to Noted Strategy Journals** (Prices are subject to change without notice)

**Value — \$473 Annually.** Contact Executive Director to register for each one.

- Bain Consulting's Results Brief quarterly e-zine. Special for ASP members, the client-only complete version, containing free access to the full versions of quoted articles from other publishers, otherwise requiring pay-per-use. To register, log in, then go to Members Only Area - Index page and click on the registration form.
- Booz & Company's quarterly magazine Strategy + Business. Special to ASP members, discounted from \$38 to free. To register, log in, then go to Members Only Area - Index page and click on the registration form.
- Boston Consulting Group (BCG). Free web access to all their articles, some in PDF, some html.
- McKinsey Quarterly. Read hundreds of free articles, receive e- newsletters and alerts, and search the archives.

### 18 **Discounts to Professional Subscriptions**

**Value — Over \$400 Annually.** Contact Executive Director to register for each one.

- The Business Source, Special ASP discount from \$110 annually to \$32. The Business Source is an executive book summary service, provides concise summaries of leading edge business books via monthly email. Proven to save you time and increase your memory retention while keeping you informed and up-to-date.
- California Management Review, Special ASP discount from \$75 annually to \$40 for US; \$115 to \$75 for non-US. Published by UC Berkeley.
- Harvard Business Review. Special ASP discount of 15% on all individual publications and online downloadable articles without having to pay for the HBS annual subscription.
- Long Range Planning, Special ASP discount from \$222 annually to \$86. Long Range Planning is by the International Journal of Strategic Management and The Journal of The Strategic Planning Society and of the European Strategic Planning Federation. Get the printed journal mailed to you, published six times a year. Original research that bridges the gap between academia and practice.
- MIT/Sloan Management Review, Special ASP discount from \$89 annually to \$29. Online access to everything published in the last 24 months.
- McKinsey Premium Membership, now \$150 annually, with savings on two- and three-year terms. Unlimited site access, receive print journal, search article archive, and download color PDFs of all articles.
- Montgomery Research Inc. Special ASP only benefit, a \$90 value, a free book, the IBM sponsored Midmarket Strategies: Innovation for the Midsize Enterprise, Volume 2, due out in September 2007. Valid for ASP members who are current anytime from August 2007 until mailing date.

### 19 **PRICELESS! Access to Resources Especially Selected for ASP Members**

- Access to a list of useful free online periodicals, journals, important newspapers, from other top ranking publishers, and thought-leading consulting groups from the prominent to the obscure.
- Access to the Job postings in Strategy, Planning, Strategic Planning and related positions and consulting needs.

### 20 **PRICELESS! PowerPoint Slides, Outlines, and Presentations**

- Speaker's presentations and/or handout materials from monthly meetings of all Chapters. Full archive goes back through 2000.
- Available online, ALL the Annual Conference breakout session presentations. Only available otherwise to Attendees from \$295 to \$495 Conference ticket price.

### 21 **White Papers, Articles, and Resources**

- Get white papers and articles by ASP members. Also gain access to resources selected by ASP as particularly relevant.

### 22 **NEW! Original Research Results**

- ASP Members get an exclusive first look at ASPs Original Research Results.

### 23 **Discounts on Strategic Management Books**

- 15% Discount on Member books at [www.VillageBooks.com](http://www.VillageBooks.com) and [www.SystemsThinkingPress.com](http://www.SystemsThinkingPress.com).

## VII. Professional Recognition

### 24 **Professional Recognition and Awards**

- All ASP Members are eligible to receive ASP's Richard Goodman Strategic Planning Award. This Award recognizes distinction in the practice of Strategic Planning. The winner(s) are recognized at the ASP Annual Conference.
- Other ASP awards include Member of the Year, Hall of Fame, Outstanding Service to ASP, Distinguished Service, and Chapter of the Year.