

Jerry Matthews, Advisor



Jerry Matthews assists organizations and individuals in creating a successful future.

Jerry specializes in making presentations on future trends, facilitating strategic planning, executive coaching, and recruiting. During his 27 years of experience as CEO of the Illinois and Florida State Realtor Associations he created a vast array of new programs, products and services. He is recognized for interpreting future trends and concepts through personal presentations and videos.

In the last five years Jerry has made over 70 presentations (keynote speeches, leadership conferences, and visioning workshops) on future trends. He has also completed 90 Strategic Planning events. Many of these were multiple planning steps (surveys, focus groups, trends presentations, shareholder sessions, planning retreats, implementation). In addition to coaching and executive searches, Jerry advised on Association mergers and restructuring. These events were throughout the US and Canada.

Personal interaction with thousands of professionals gives Jerry a deep understanding of business challenges and changes. This creates accurate trends presentations and realistic strategic sessions. And he thoroughly enjoys the action – the debate – the creativity – the fun – of future planning and interactive presentations.

Jerry has a BS degree from Samford University, an MBA from Florida Atlantic, and holds the CAE designation as well as a Black Belt in Karate. He is a Professional member of the National Speakers Association.

You deserve an exciting and successful future. Jerry will assist you in knowing and creating that future.

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Experience with the FutureSM

2008 Services

Future Presentations

For over 25 years Jerry has delivered dramatic presentations on the future. He is nationally known for dozens of live presentations and videos. Jerry describes many possible futures in a variety of areas using clear language and a positive view. He also discusses the personal impact. Most presentations can be combined with an open discussion or workshop. Here are his current offerings:

“The Way of Tomorrow”, “Fine-Tune: Adjusting to Rapid Change”, “Transform: Creating a New Association”, “The Association of the Future”, “Thriving in Tough Times”,

Strategic Planning

Increasingly organizations face new, unanticipated challenges. Associations with a strategic view and a plan are prepared to act. Jerry blends his CEO background and vast Strategic Thinking experience in a comprehensive strategic approach that includes several optional steps in addition to the retreat to develop a viable Strategic Plan. And he creates an enjoyable experience. Here are some planning options:

Research Survey, Peer Focus Groups, Trends Session, Strengths and Weaknesses Analysis, Key Stakeholder Session, Planning Retreat, Implementation Consulting

Executive Coaching

The need for association executive coaching has never been greater. The pace of change, the evolving business models of members, new competitors, generational shifts, leadership style changes, and new employee expectations all create situations that seem overwhelming. Even experienced executives have significant challenges. Jerry is the coach who has actually been a successful CEO for over 27 years.

Executive Recruiting

Using an experienced association executive to facilitate the search for a new CEO has significant advantages. As a successful association executive Jerry knows the job from experience - not theory. He evaluates the CEO position and the candidates creating the most probable successful match. He is in the network. The search is quick and direct. No one else has these advantages.