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## LEADERSHIP OF ASSOCIATIONS: A KEY TO STRATEGIC CHANGE

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What lies ahead for the design associations? Each association is actively interested in the future health and vitality of the interior design profession. Today, the leaders of these associations are integral parts of the push toward growth and relevancy. The associations are actively seeking their leaders for the future. They know that the growth of the design associations is directly proportionate to the collective strength, willingness, and ability of the volunteer leaders who set the wheels of change in motion. Leadership is essential for future success. However, the climate for associations to thrive is much different today than it was even five years ago.

Looking backward and looking around today, it is possible to document the fact that the leaders of the interior design profession have been in the past and will continue to be involved in the association initiatives to advance the design professions. Consider these association leaders of recent history: Florence Knoll, Sir Norman Foster, Frank Duffy, Margo Grant, Neil Frankel, Henry Dreyfuss, Gary Wheeler, Arthur Gensler, Charles Gandy, Cheryl Duvall, and countless others at local, state, regional, national, and international levels.

Globally, taken country by country, and stated in countless but largely repetitive ways, the interior design associations have five common purposes that are most often cited:

1. To improve the reputation and status of the interior design profession.
2. To serve as a learned society and collect a distinct body of knowledge.
3. To represent the interior design profession to the populations of their countries to whom individuals and the governments can refer for opinion on design matters.
4. To work for the cultivation and improvement of interior design and to take responsibility, on behalf of the public, for the highest standards of both design and public protection.
5. To recognize design excellence and celebrate professional achievement.