Ned's thoughts on AMEDfuture…

Future Perfect:

Are the charitable aims of AMED still valid; to promote and encourage management education?
A short conversation with random employees of almost any organisation will reveal that there is work to be done. Equally, experience as a customer in many retail outlets underpins the need for improvements in management across the board.

So what can we do that retains the spirit and independence of AMED , meets our charitable aims, is worthwhile –AND generates high levels energy enthusiasm and support?

Here are some random thoughts on possible ideas.

- Research support: Setting small sums aside to support research by members into aspects of management and management education.
    - The topic 'Business Studies' is found throughout the tiers of education; from schools to university. What aspects of management are being taught?
    - Giving grants carries some administrative overhead, and will need to be worked through.
    - Initial grants might only cover expenses, but a lot can be done and many of AMED's supporters would give their time pro-bono.
    - Would need recipients to align to AMED ethical code; so perhaps members only. But new members would enlarge the available funds and enable greater activity.

- Literature Review: A coordinated effort to keep tabs on what is being published about management, with educated comment / facilitated discussion. Aimed at helping members and networkers to keep up date.
    - An initial move in this direction could be an AMED group willing to openly share what they find in journals and publications.
    - What do you read? Would you share your thoughts with your colleagues?
    - A quarterly summary in our journal.
    - If popular; on-line journal subscriptions, reprints, compiled 'update notes' (CPD materials for managers and educators alike perhaps)

- Pro Bono Group: Many, if not most, of the individual profiles on the AMED website answered 'Yes' to pro bono work. Yet we have nothing in place to facilitate that.
    - But we have a connection with an existing and busy network of colleagues who offer help to the charity sector on all aspects of management. Should / could they be brought on board?
    - There would be administrative overheads – but also a wider audience and higher profile for the individuals who give of their time.

- Establish an 'Institute for Management Development ' or 'Management Education Institute': Our governing document empowers us to form such institutes etc that serve to meet our charitable aims. For clarity an 'institute' could be anything from a 'research organisation' through to an organisations which promote and to those that teach.
    - Sounds rather grand, and might therefore detract from the ethos and spirit of AMED.
    - However, in a very limited form this could provide a foundation for both grant making and literature review activities.
    - Such separation could also enable 'student' members to interact and explore under an AMED umbrella without being overwhelmed by input from generous and more experienced AMED Members.

- Conference: An AMED conference is different. At most other conferences the attendees just listen. With AMED participation is encouraged. We have held conferences in the past. Some with presentations, others in an open space mode.
    - F2F interactions bring alive many of the 'friendships' that form through media interactions.
    - Participation and sharing, exploration and idea shaping – these really work well at an AMED conference.
    - Are AMEDnetworkers ready for this? Would a parallel stream of presentations and seminar discussions attract those less confident to debate hot issues?