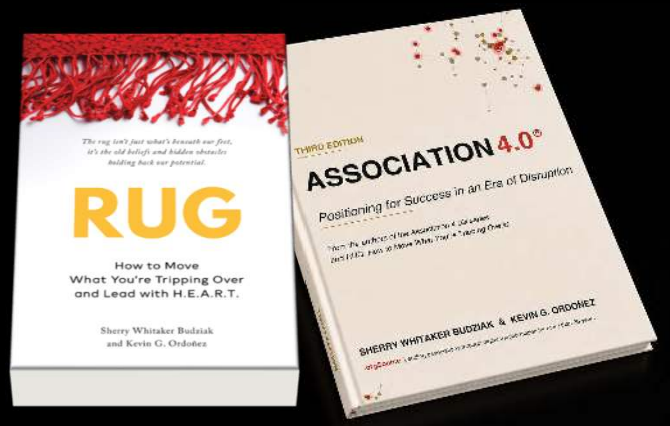
.orgSource

PART 1 OF 3 · THE AI-READY CULTURE SERIES

Why Culture Decides AI Success



Sherry Whitaker Budziak · Founder & CEO, .orgSource

November 3, 2026

WEBINAR SERIES OUTLINE

Three sessions, from diagnosis to live practice

01

PART ONE · NOV 3

Why Culture Decides AI Success

Sherry Budziak

Find where your culture speeds AI up, and where it quietly holds it back.

02

PART TWO · NOV 10

Leading People Through the Shift

Kevin Ordonez

Turn that diagnosis into leadership behaviors your staff can see.

03

PART THREE · NOV 17

From Framework to Practice: Experimenting with AI in Real Time

Patrick Dorsey & Jason Vance

Watch AI tackle a real task live, then leave with a 30-60-90 day plan.

PART 1 · LEARNING OBJECTIVES

What you'll walk away able to do

01



AI Readiness

Diagnose the cultural strengths and vulnerabilities that shape your organization's AI readiness.

02



Anchors

Spot the anchors that hold your organization back and the speedboats that move it forward.

03



Framework

Apply Trust, Communication, and Experimentation to assess your own culture.

Your answers shape this session.

Short answers are fine. Typos are welcome.

WARM-UP

What’s one task you’d happily hand to AI tomorrow?

A few words in the chat.

AI doesn’t transform organizations.
People do.

Most AI initiatives don't fail on the technology. They fail because the culture wasn't ready — teams fear change, boards hesitate, and leaders struggle to build alignment in a world moving faster than their governance models.

GUESS BEFORE THE REVEAL

How much of AI's value comes from the algorithm?

A

70%

Most of it

B

40%

Less than half

C

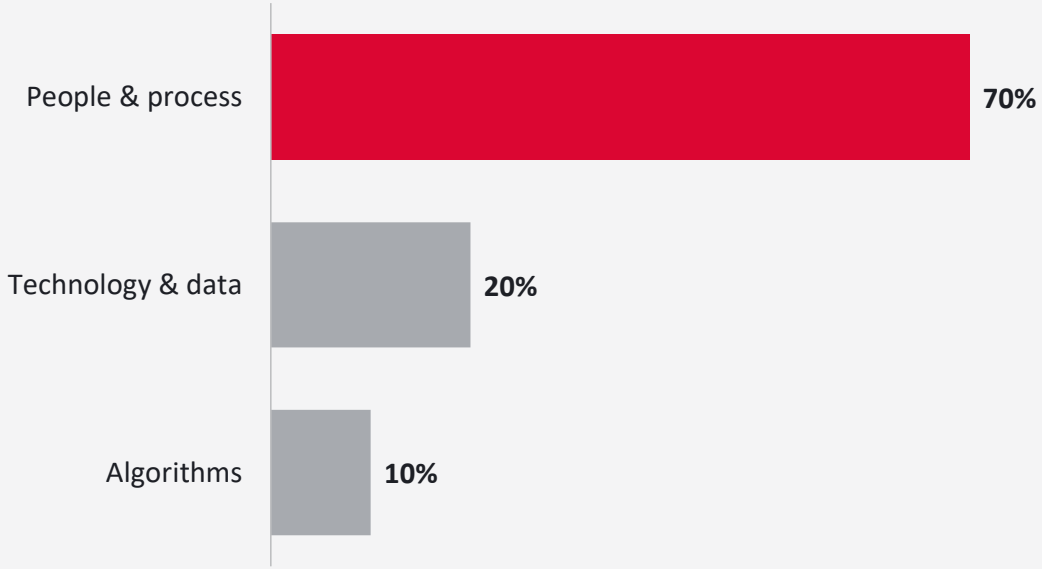
10%

A sliver

Type A, B or C in the chat. The answer is on the next slide.

70% of AI's value comes from people and process

Where AI value comes from, share of total



WHAT THIS MEANS FOR US

- Most budgets run the other way: tools first, people later.
- Trust, communication and experimentation live in the 70%.
- Culture, not the tool, decides who gets the value.

Source: Boston Consulting Group, 10-20-70 rule for AI transformation

Same AI access, two associations, two outcomes

ASSOCIATION A

In daily use by day 90

- ✓ **Trust:** the CEO built her own agent first and shared what it got wrong
- ✓ **Communication:** a one-page guide on what agents can and can't touch
- ✓ **Experimentation:** membership built a renewal agent and reported back weekly

ASSOCIATION B

A policy memo and zero agents

- ✗ **Trust:** leadership spent six months on the perfect policy
- ✗ **Communication:** nobody said what was allowed, so staff guessed
- ✗ **Experimentation:** one AI mistake got read aloud at the staff meeting

Which one sounds more like your office? Type A or B in the chat.

Illustrative composite of patterns common across associations; not a single client.

THE MEMBER VIEW

Members feel a stalled culture before your staff report it



Renewal rates soften

Personal outreach slips, and members quietly drift away.



Engagement dips

Messages start to feel automated and cold.



Response times rise

Service slows while teams wait for approval.

AI is the catalyst. Culture is the multiplier. Your members are the proof.

Source: re:Members, in .orgSource and re:Members, The AI-Ready Culture: Leading People Through Transformation (2026)

Chat 1

Type one word in the chat

SETTING THE STAGE

What emotions is AI triggering inside your teams right now?

Fear

Curiosity

Overwhelm

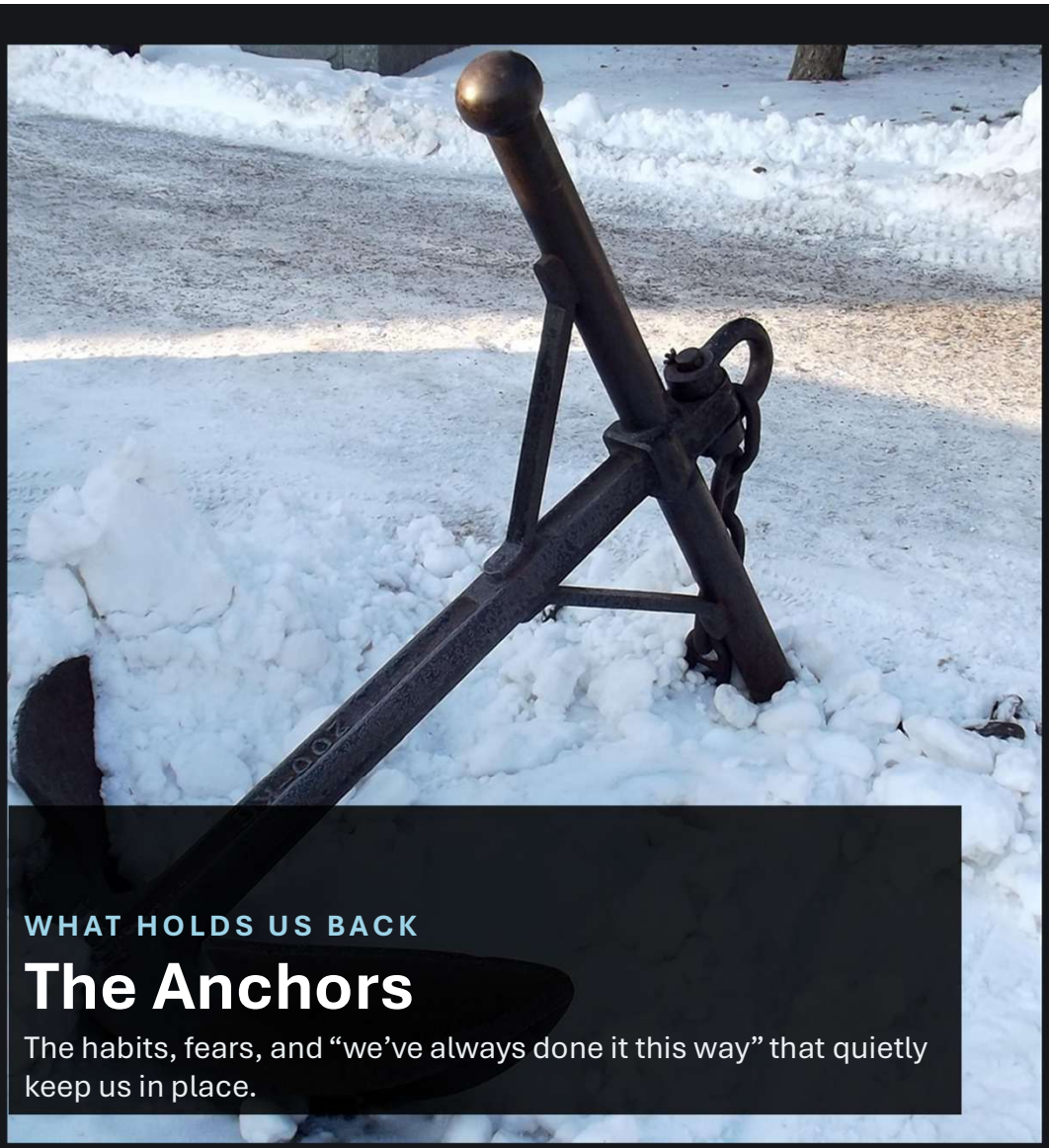
Excitement

Skepticism

Pressure

Hope

Be honest. “Fine” doesn’t count as an emotion.



WHAT HOLDS US BACK

The Anchors

The habits, fears, and “we’ve always done it this way” that quietly keep us in place.



WHAT MOVES US FORWARD

The Speedboats

Trust, curiosity, and small experiments that turn change into motion.

THE ANCHORS WE SEE MOST

Four anchors stall most AI efforts in associations

01 Fear of irrelevance

"Will AI replace me?"

Antidote: Say plainly what AI is for, tied to the mission.

02 Silence at the top

"Nobody's said anything, so it must be bad."

Antidote: Leaders talk about AI strategy early and often.

03 Permission culture

"Three meetings and a board vote to try it."

Antidote: Small, time-boxed experiments, sanctioned up front.

04 Innovation shame

"I can't admit I don't know how this works."

Antidote: Leaders learn in public, alongside their teams.

Which one is heaviest in your organization? Hold that thought for Chat 2.

Source: .orgSource and re:Members, The AI-Ready Culture: Leading People Through Transformation (2026)

RAPID FIRE

Anchor or speedboat? Call it in the chat.

1	Every new idea needs three meetings and a board vote.	*A or S?*
2	The CEO tells staff: “I don’t know how this works yet. Let’s learn together.”	*A or S?*
3	We’ll start using AI once the policy is perfect.	*A or S?*
4	One team gets two weeks to test one tool on one task.	*A or S?*
5	Nobody has mentioned AI at an all-staff meeting. Yet.	*A or S?*

Type the number and your call, like 1A or 2S. A = anchor, S = speedboat.

Where does your culture help you — and where does it quietly stop you?

CHAT 2 · 2 MINUTES

Name one speedboat and one anchor in the chat



Your speedboat: where does culture HELP?

Name one habit, value, or relationship that already makes change easier here.



Your anchor: where does it HOLD you back?

Name one blocker in your team, your boardroom, or your operations.

Keep both answers: they are your homework before Part 2 on November 10.

Three conditions where AI can thrive

01



Trust

Psychological safety to question, learn, and admit what we don't yet know.

People won't experiment where they don't feel safe.

02



Communication

Clear, repeated, honest dialogue that replaces rumor and fear with shared understanding.

Silence gets filled with worst-case stories.

03



Experimentation

Permission to test, learn, and adapt — progress over perfection and plans.

AI rewards organizations that learn by doing.

Trust → Communication → Experimentation — each one makes the next one possible.

WHY THE ORDER MATTERS

Skip one condition and AI stalls

Trust *without* **communication**	**CONFUSION**	People feel safe, but nobody knows the plan.
Communication *without* **experimentation**	**STAGNATION**	Everyone gets the plan. Nobody tries anything.
Experimentation *without* **trust**	**ANXIETY**	Teams test in secret and hide their mistakes.

You need all three at once. Build them in order, starting with trust.

Source: .orgSource and re:Members, The AI-Ready Culture: Leading People Through Transformation (2026)

Chat 3

Type three numbers in the chat

Rate your culture 1 to 5 on Trust, Communication, and Experimentation.

1	2	3	4	5
Not ready		Getting there		All in

Answer in order, e.g. 4-3-2. Your lowest number is where to start.

TRUST	COMMUNICATION	EXPERIMENTATION
?	?	?

SNEAK PEEK · PART 2 WITH KEVIN

Leading people through change starts with H.E.A.R.T.

H

Humanize

Start with people, fears, and trust.



E

Empower

Give permission to try and decide.



A

Ascend

Raise skills and confidence together.



R

Reimagine

Rethink how the work gets done.



T

Transform

Make the new way the normal way.



Kevin walks through all five on November 10. Bring your anchor and your speedboat.

Before Part 2:

bring your anchor and your speedboat.

Join Kevin Ordonez for Leading People Through the Shift on November 10 at 3:00 PM ET. We'll open with what you shared in today's chat.

FREE BOOK OFFER

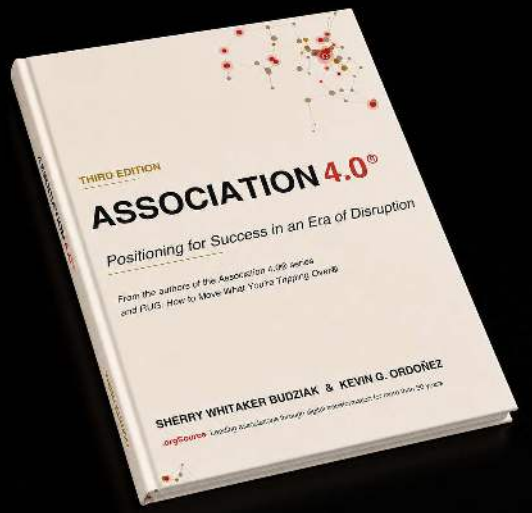
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Third Edition: Positioning for Success in an Era of Disruption

- The strategic playbook for leading an association through AI and digital disruption
- Covers member value, governance, technology, business models and culture
- By Sherry Budziak and Kevin Ordonez, drawing on interviews with association leaders

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Thank you.

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SURVEY	Future-Readiness Survey
BOOK	Association 4.0, Third Edition: the playbook
BOOK	RUG: Move What You Are Tripping Over and Lead with H.E.A.R.T.
WHITEPAPER	AI Ready Culture: Leading People Through Transformation
WHITEPAPER	Becoming AI Forward
TOOLKIT	AI Marketplace: 100 Custom GPTs for Associations
TOOLKIT	AI Intent Statement Builder
PODCAST	Association 4.0 Podcast
VIDEO	YouTube: AI for Associations