

**COLBY GOODMAN**

Keynote Speaker & Strategist

# The Relevance Imperative

*They didn't leave angry. They left empty.*

## Overview

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Most organizations aren't losing people because they've failed. They're losing people because their members, customers, and communities have stopped feeling what they're worth.

That gap, between the value an organization delivers, and the value people actually feel, is the most expensive and least visible problem in association and membership leadership today. It doesn't announce itself. It shows up quietly in renewal rates, in declining engagement, in the long-tenured member who lets their membership lapse without a word.

In *The Relevance Imperative*, Colby Goodman takes audiences from the moment he first confronted that gap in his own organization, staring at membership numbers in a board meeting, then making the phone calls most executives delegate, to the framework that changed everything about how he led. The REV Method™, built around Relevance, Experience, and Value, gives leaders a permanent lens for closing the gap between delivery and felt value, and for building organizations that people can't imagine leaving.

This is the flagship keynote. It is the most complete expression of the REV Method™, built for association and membership organization leaders who are ready to stop managing attrition and start building something irreplaceable.

*"Tangible value lives on a spreadsheet. Perceived value lives in the heart. And when it comes to whether someone stays — perceived value wins every time."*

## Audiences Will Leave Able To

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- Name the gap between the value their organization delivers, and the value members actually feel and understand why that gap is where relevance goes to die.
- Apply the REV Method™: Relevance, Experience, and Value, as a permanent lens for evaluating every program, communication, and member touchpoint
- Reframe member experience as a retention strategy, an acquisition engine, and an evangelist-building system simultaneously.
- Design programs and events around feelings rather than deliverables and understand why that shift changes everything about member engagement.
- Answer the question that drives the entire keynote with clarity and confidence: if your organization disappeared tomorrow, would the people you serve genuinely feel the loss?

## Best For

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Executive directors, CEOs, and senior leaders of professional associations, membership organizations, trade associations, and nonprofits who are delivering real value and still sensing something drifting. Ideal for association conferences, annual meetings, leadership summits, and events where the audience is responsible for member engagement, retention, and organizational relevance.

Particularly powerful for organizations navigating generational membership shifts, engagement decline, or the challenge of communicating value in a world where members have more choices than ever about where to invest their time and professional identity.

## Delivery Style

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Conversational and peer-to-peer, Colby speaks from lived experience, not from a pedestal. The keynote moves deliberately from provocative to personal to practical: the opening creates discomfort, the story creates empathy, the science creates credibility, and the framework creates momentum. Audiences consistently describe the experience as feeling seen before feeling equipped, which is, not coincidentally, exactly what the REV Method™ is designed to create.

## Logistics Snapshot

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| <ul style="list-style-type: none"><li>• Length: 45–90 minutes</li><li>• Format: Keynote or breakout</li><li>• Audience Size: 25–2,500+</li></ul> | <ul style="list-style-type: none"><li>• Customization: Tailored to industry, audience, and event goals</li><li>• Based in Seattle, WA</li><li>• Available for events worldwide</li></ul> |
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## What Sets This Apart

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Most keynotes on membership and engagement offer tactics. The Relevance Imperative offers a framework, one built from lived experience, grounded in behavioral science, and designed to change how leaders think rather than simply what they do. The REV Method™ isn't a checklist to implement and set aside. It's a permanent lens that rewires how an organization evaluates everything it does.

Audiences leave not just with ideas, but with a specific question they'll never stop asking: what are we making our members feel?

## Booking & Availability

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To inquire about dates, program fit, or event details, email:

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