

Strategic Thinking: Becoming a Strategy Driver



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Strategy

A plan to create positive future change – Presence of Mind



Thinking “Futures”

Balcony/Dance Floor

The “tension between”
Being Present – and Looking Ahead
“Future Thinking Now” (Senge & Chermack)

Values Driven – With Humility & Fierce Resolve



Getting Self then Organizations To: “*Love a Challenge*”

- Adults (*and kids*) only do amazing things when they have amazing things to do...
- How do we give our organizations amazing things to do?



BART – Know what you can do

1



BOUNDARIES – what can you do?

2



AUTHORITY – what can you get?

3



ROLE – strategy fits into organization?

4



TASK – what is Step 1, Step 2 & Bottom Line?



Innovation

Strategic Thinking

A short, intermediate and long-term plan that details both the direction and velocity of an individual or an organism. The plan must have both fixed and flexible options. The impact for the entire organization is explained as well as the projected impact this organization will have on other similar or dissimilar organizations.

Innovation (Two Feet)

**Left foot:
Process
Improvement**



**Right foot:
Brand
New Idea**



The Art of Asking Powerful Questions

Three types of excellent questions follow.

1. Yellow tables work a TCP Example through Drucker questions
2. Red tables work a TCP Example through New Product/ Process Development
3. Blue tables work TCP Example through Standards for Economic Decision Making



Drucker's Questions – Yellow Tables

- What is our mission?
- Who is our customer?
- What does the customer value?
- What are our results?
- What is our plan?



Standards as New Product Development – Red Tables

1. Overview of Opportunity
2. Solve what problem?
3. Opportunity Identification/ Strategic Planning
4. Perception Mapping
5. Develop Process
6. Creativity
7. Implementation Problems and Opportunities
8. Analysis (*including trade off*)
9. Test
10. Protocol
11. Do It
12. Analyze, review and go back to #1 above

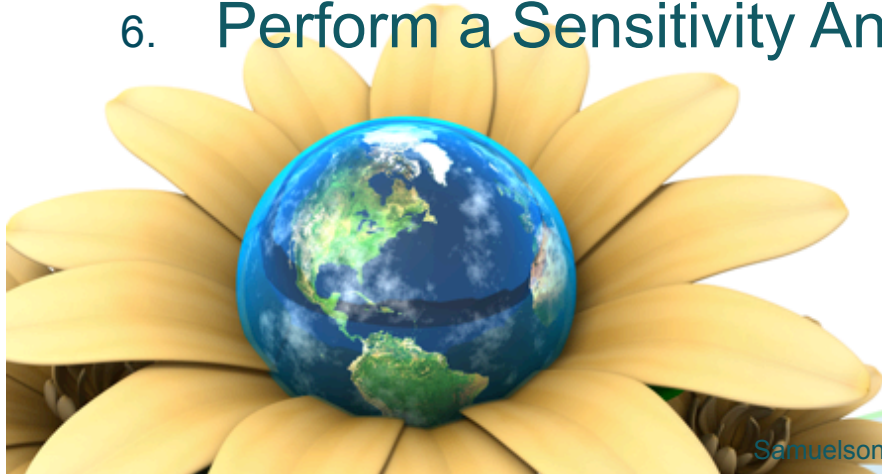


Standards for Economic Decision Making – Blue Tables

Six Steps of Economic Decision Making

1. Define the Problem
2. Determine the Objectives
3. Explore the Alternatives
4. Predict the Consequences
5. Make a Choice
6. Perform a Sensitivity Analysis

(What lies behind?)



Internal – Strategy partners

1. Senior Management
2. A Champion with power, authority & access to cash
3. Purchasing
4. IT
5. Accounting & Finance
6. HR
7. Marketing
8. Cross Functional/Cross Organizational
9. Twelve team members



External – Strategy partners

1. Consumers
2. Partnerships
3. Government Agencies
4. Government Grants -
(available to consumer or organization)
5. Private Funds
6. Suppliers
7. Vendors
8. Each external contact has
internal liaison



Definition of a Successful Project



On time

On budget

High Quality

Scope

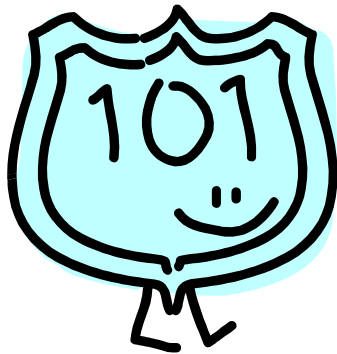
- what to do

Performance

- how well does it work?



Strategy Project Management 101



1. Stakeholder Analysis
2. Project Charter
3. Statement of work
4. Communication Plan
5. Risk Analysis
6. Action Plan
7. Planning Checklist
8. Kickoff Checklist
9. Task Assignment
10. Meeting Agenda
11. Status Report
12. Control Checklist
13. Issues Log



She/he who controls the narrative wins!

Features (*What it is?*)

Benefits (*What it will do for you!*)

Pumpkin Pie

Feature: Easy to make

Benefit: Melts in your mouth



Develop a narrative for your TCP

Features & Benefits.



Share at table, vote on best narrative.

Each table will have a “winner”



Becoming Strategic Drivers: Conclusions

Know Why

- Decide to do great things – learn to love a challenge

Know Who to ask

- Find a champion with deep pockets
- Look internally and externally
- Develop long term plan

Know How

- Strategy
- Ask powerful questions
- Long term eye for Continuous Improvement

Communicate What

- Develop the Narrative! Broadcast!



Conclusion:

Each table is to have one representative give an example of something learned in this session. Must have a new idea – cannot say what another table has added. Your example must explain an example of how you will become a “change driver” with your TCP. Which table wants to go first?



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