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Strategic Thinking



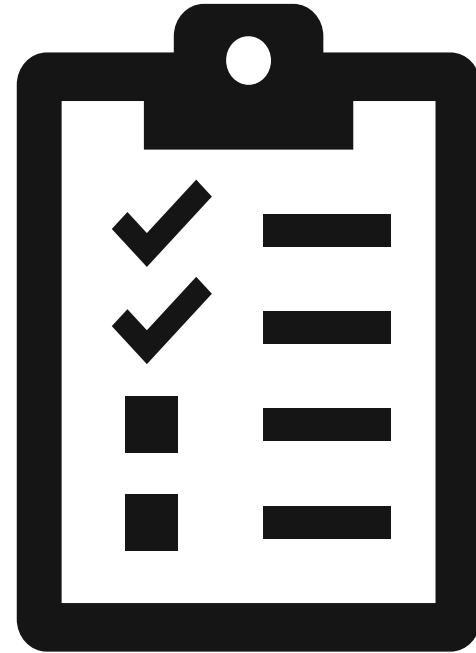
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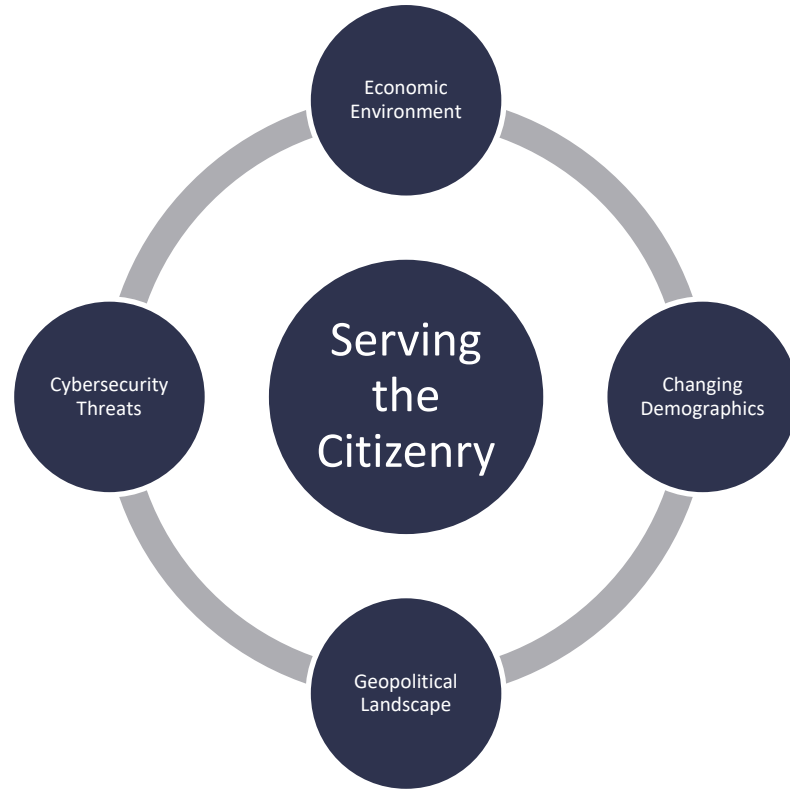
Learning objectives

At the end of this session, you will:

- Discuss strategic thinking techniques and how to utilize them
- Recognize what a winning culture is, and how to achieve it
- Identify how to create an inspiration vision and translate it to a purpose for your team members
- Recall how to work with team members to develop supporting strategies
- Identify how to align systems and processes for success



Unprecedented times for government



POLLING QUESTION

- How closely do you believe that Leadership and Strategy are aligned in the workplace?
 - A. Highly – Solid Strategy doesn't exist without Good Leaders
 - B. Somewhat – Good Strategy can still exist with OK leadership.
 - C. Little – Bad Strategy can exist with Great Leaders and Great Strategy can exist with Bad Leaders.



Leadership...

- Is a choice, not a position
- Is a skill that can be learned
- Requires change and progress
- Is about influence – achieving results through others



Top challenges leaders say they face

- Engaging, motivating and retaining talent
- Leading multiple generations
- Leading change
- Prioritizing, coaching and mentoring
- Translating strategy into action
- Developing other leaders
- Getting the work done
- Leading the business

Source: FranklinCovey



What business leaders want:

Think big and adapt quickly

Develop and execute strategies

Coach and improve performance

Source: FranklinCovey





Can you agree to this?

“I’m a **valued** member of a **winning** team doing **meaningful** work in an environment of **trust**”



Source: FranklinCovey



15%
of employees worldwide are
engaged in their job.



POLLING QUESTION

If you had to answer this question – what would you say?

- What is your organization's strategy or vision?
(What is your team's vision?)
 - I clearly can articulate the vision.
 - I have a general sense or idea of the vision we have in place.
 - I really don't know the vision.
 - We don't have a stated strategy or vision.



By creating vision

- We create meaningful work
- *We help our team members know that their work is relevant*



Continued...

- Mission
 - Why we exist
- Vision
 - Where we are going
- Strategy
 - How we are going to get there





“If a clear and compelling purpose exists,
people will volunteer their best efforts.”

-Stephen M. Covey



Inspiring team visions

- Are aspirational
- Require us to think big and stretch
- Can be measured
- Link to the organization vision



Inspiring Vision

President Kennedy's "moonshot" speech is a timeless example.

September 12th, 1962



Team strategy

- How your team is going to achieve your vision. A relevant team's strategy is aligned to your organization's strategy and goals.



Three important questions

- What is the organizational strategy?
- How does your team contribute to the strategy?
- Does everyone on your team know the answer to these two questions?

Source: FranklinCovey



Your story on strategy

- Your story should be so clear that you can communicate it – and others understand it – in 30 seconds or less
- Your story needs to be:
 - Clear
 - Concise
 - Compelling
 - Confident



Language Matters!

- Your story should be so clear.
 - We can have “the 4 C’s”... but, “language matters”. If terminology across entities and teams is different, if goals are not given appropriate definition, if meaning isn’t clarified... things breakdown, and the vision and strategy become less impactful, less engaging, and less relevant...
- https://www.youtube.com/watch?v=bnwvd_TtWmw





John Kotter says:

Most leaders under-communicate
the vision by a factor of 10x to 100x



What does it mean to be part of a winning team?

- Real goal achievement
- An environment supported by leaders that create conditions where our teams can actually achieve their strategy with excellence, and people feel like they are accomplishing something
 - Requires alignment of results, reward, and achievement with strategy and vision.



To win, we need the right supporting systems

- Aligned to achieve what's more important
- Makes it easier to get work done
- Operates independently of the leader
- Endures beyond the leader
 - Ring a bell in the political environment? Election cycles?

Source: FranklinCovey



Important systems to align to the strategy



Source: FranklinCovey



4 step process

1. Distinguish an important goal for your strategy
2. Determine leading measures for you and your team to focus on
3. As a team, keep a scorecard – are you on track or off track?
4. Create a disciplined approach to ensure that the team is on track



In review, the key differentiators are

- Change your mindset to goal oriented leadership (results and relationships)
- Set vision and strategy with your team
- Communicate it over and over
- Align systems to what you are trying to achieve
- Put processes in place to support

Then, feel what it is like to be part of a winning team!





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