

LunchChat

Connect. Inform. Help.



Strategic Re-Planning

May 19, 2020

Hosted by Rockford Area Convention & Visitors Bureau

Today's Partners



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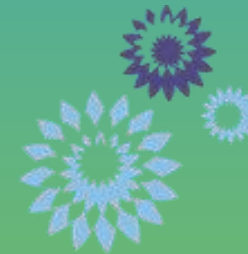
**Northern Illinois Center
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Today's LunchChat Host



Martesha Brown

Director of Advancement
Rockford Area Convention
& Visitors Bureau



LunchChat Panelists – May 19th



Jeff Fahrenwald

Vice President
Strategy Development
Supplycore



Roberto Carmona

Principal Consultant
Carmona Strategic Solutions



Angela Schmidt, Ph.D.

Board Certified Coach
CEO of Potentialcity

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UnitedWayRRV.org/covid-19

OR

Text TOGETHER to 40403



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Strategic Solutions

Roberto Carmona

Principal Consultant

- Importance of Strategic Planning
- Revisiting Your Organization's Values

Focus of Presentation

Revisiting your
organizational mission,
goals, vision, and values.

Length of time for your
post-COVID plan (3-
months? 6-months?)



VUCA and
the need for
a Strategic
Plan

I can be changed
by what happens
to me,
but I refuse
to be reduced
by it

Maya Angelou



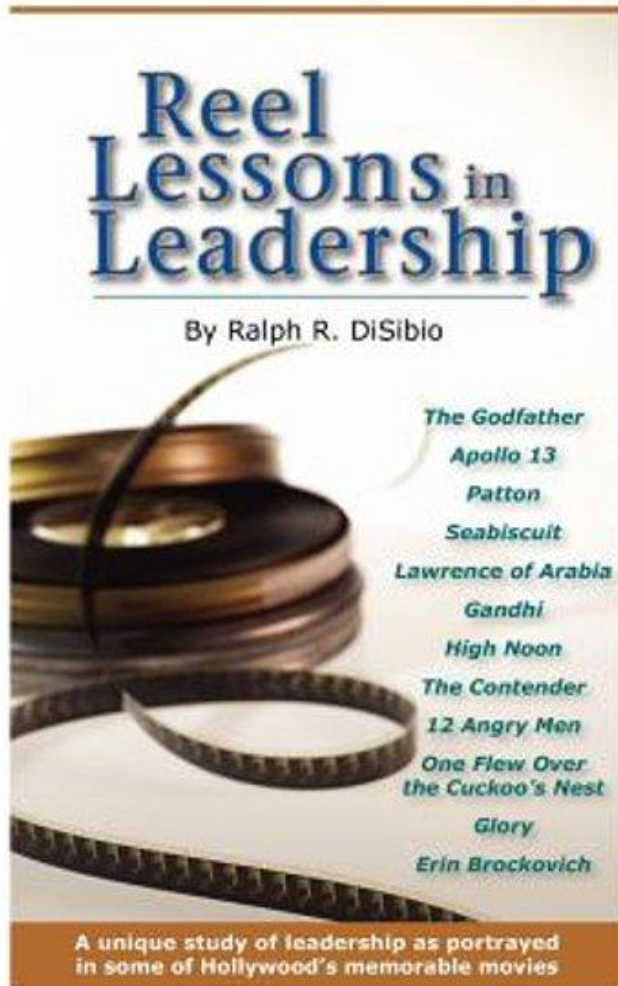


Purpose of Strategic Planning and Strategic Plans

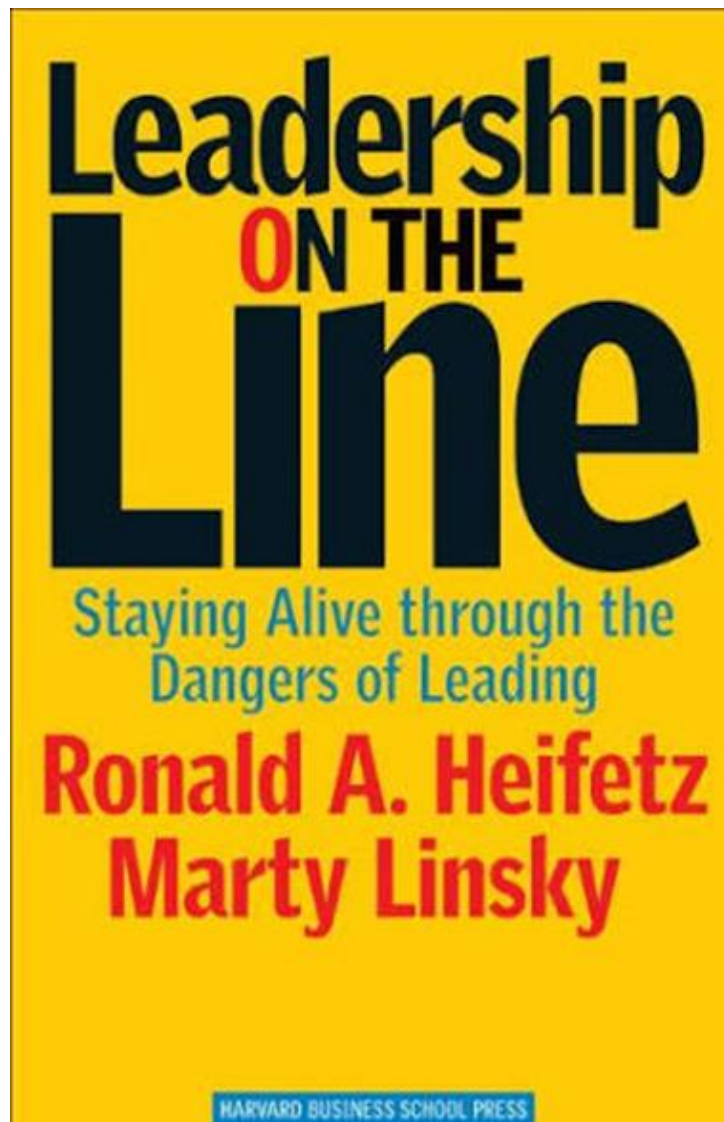
1. Making the mission and vision real
2. Setting Direction
3. Create work culture based on team building and results
4. Minimize **work avoidance** behaviors
5. Intended to build adaptive capacity
6. Feedback as a source for organization wide learning



Innovation is
Applied
Creativity
and Applied
Knowledge



Reel Lessons on Strategy, Innovation and Change/Movies as tools for learning



Distinguishing Technical from Adaptive Challenges

	What's the Work?	Who does the work?
Technical	Apply current know-how	Authorities
Adaptive	Learn new ways	The people with the problem

(Heifetz and Linsky, 2002)

Adaptive Challenges

Strategic Plan Execution and Communication

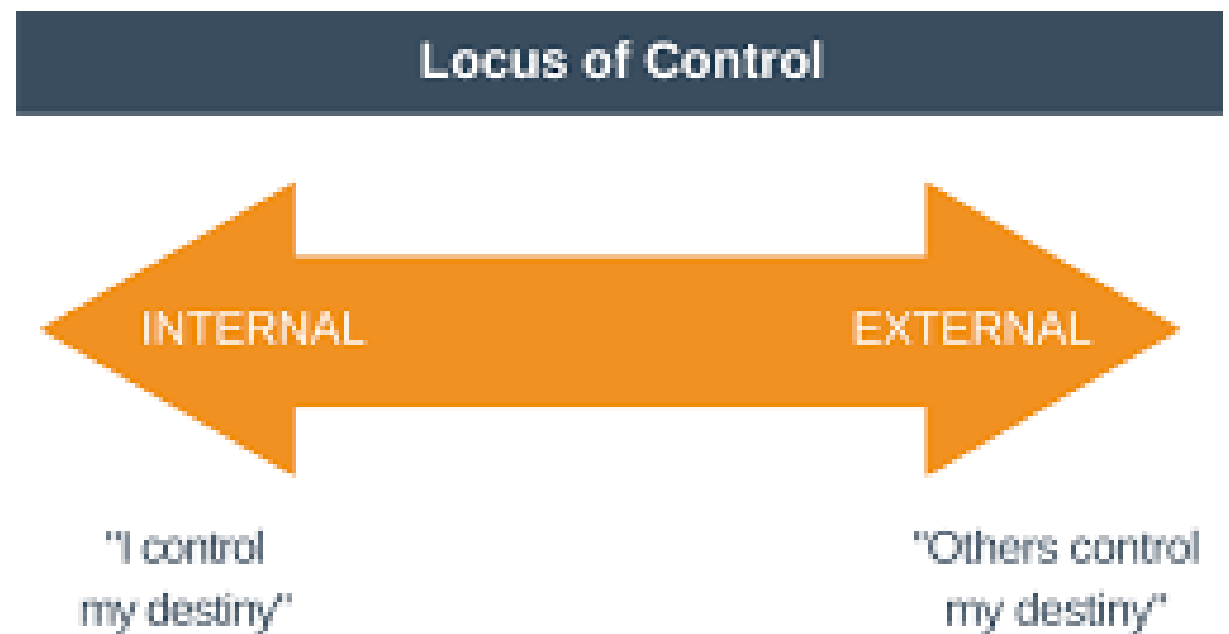
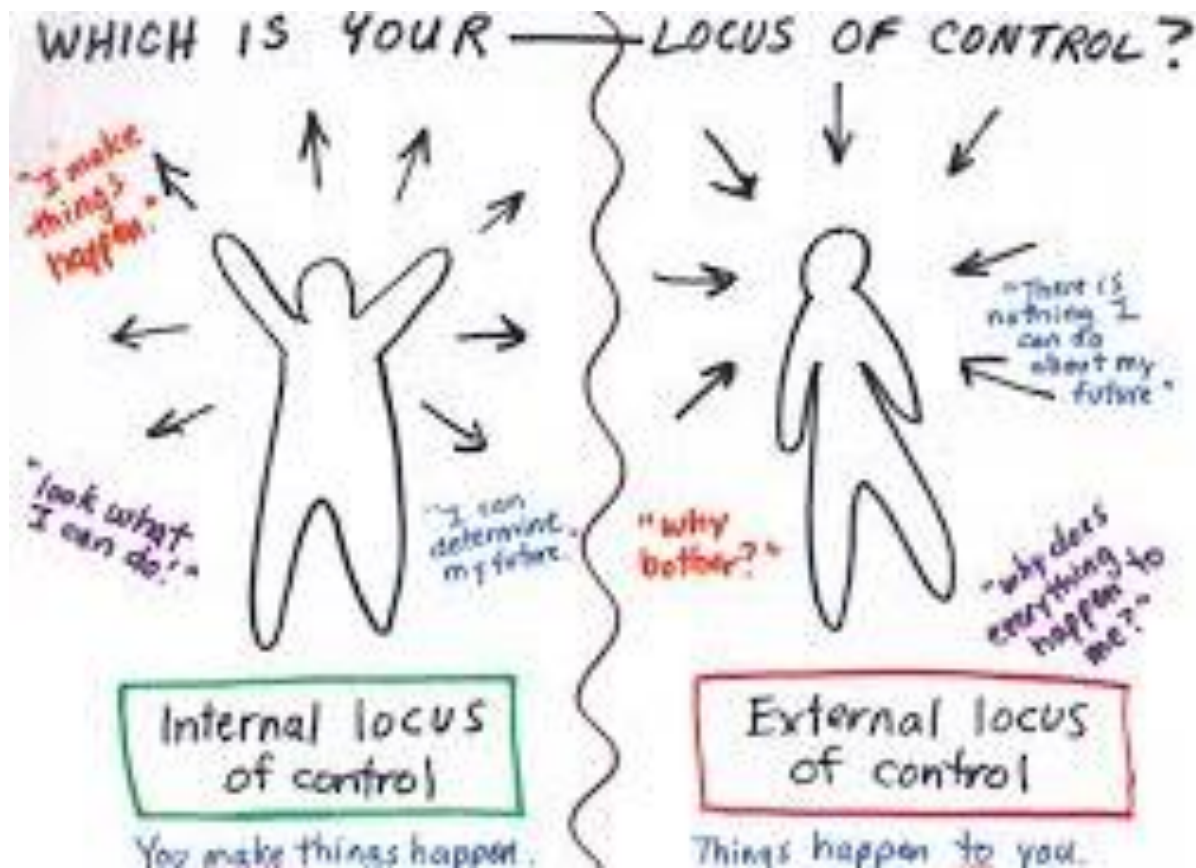
- Consistent and respectful communication
- Listen and support each other
- Be clear on goals and timelines
- Acknowledgement of good work
- Celebrate success





Change
Happens

Locus of Control





However beautiful the strategy, you
should occasionally look at the
results.

— *Winston Churchill* —

AZ QUOTES

Key
Performance
Indicators
(KPIs)
and
Timelines





How are you doing? How do you know? The power of metrics and timelines



Weekly Metrics: Check in



Monthly: Goals and learning on effectiveness of strategy and strategic plan

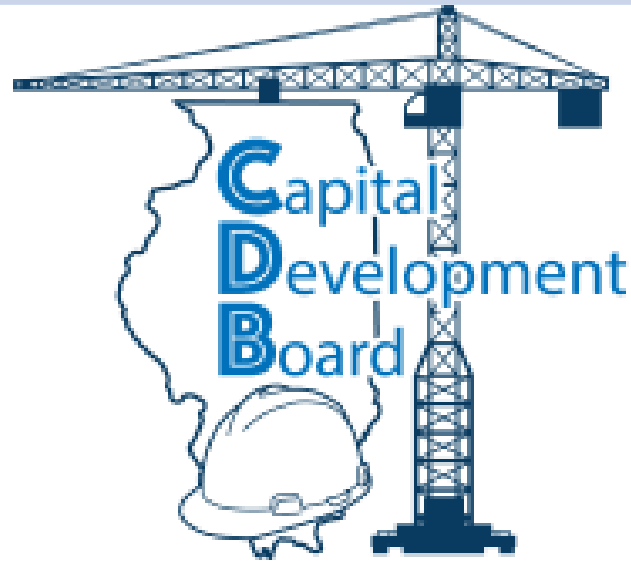


Quarterly: good for readjustments, revisiting and revising the strategy and strategic plan



Feedback: Use every reporting period to identify challenges and opportunities to improve and innovate

Case Studies: Working with organizations on strategic redirection and leaders in Transition on Career strategy





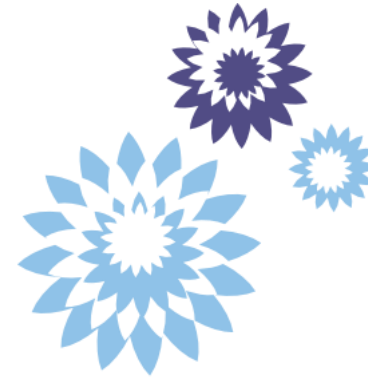
“Andrew Cuomo Takes Charge” Rolling Stone Article May 1, 2020

1. Data driven decisions
2. Communication
3. Human empathy
4. Lessons from Mentors
5. No fear of decision making



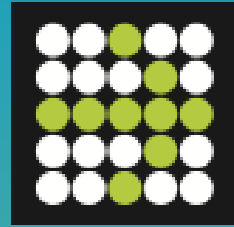
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SupplyCore

Jeff Fahrenwald

Vice President of Strategy Development

- Strategic Plan
- Planning in Today's Environment
- Executing

Strategic Plan

- Long term plan that connects the present with your organization's desired future
- The desired future should be realistic and achievable
- Many organizations develop plans, most never achieve the plans
- Planning is easy - execution is hard

Planning in Today's Environment

- New threats AND opportunities
- Cash can be tight
- Customers may disappear
- New ways to control production and inventory
- More flexible work
- New communication methods

Executing Effectively

- To succeed:
 - Define - who you are, how you work and how to grow
 - Develop likely scenarios, since the future is 'foggy'
 - Be transparent
 - Get broader involvement and ownership
- Rethink how you work your plan
 - Consider software that improves execution

Thank you

Jeff Fahrenwald, MBA
VP of Strategy Development

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potentiality

Angela Schmidt, Ph.D.

Board Certified Coach & CEO of Potentiality

- Engagement for Strategic Planning

Engagement

Who - How - What

Nonprofit

Strategies and tactics may change but
Mission remains a constant



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WHO



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HOW

- ✓ Focus groups
- ✓ Interviews
- ✓ Surveys
NICNE – 3 surveys as part of 815 CRT
- ✓ Large group affinity mapping



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WHAT

- ✓ What do you need right now?
- ✓ How have you been impacted by the pandemic?
- ✓ What do you need from us to feel safe?
- ✓ What do we need to do to make you feel welcome?



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WHAT

- ✓ Current priority to continue
 - ✓ Emerging priority to address
-



- ✓ Things to pause and evaluate later
- ✓ What to honor and discontinue

Unknown or in flux
Still need more data



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Q&A

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Tuesdays & Thursdays @ 12 noon

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Rockford Area Resources

GoRockford.com/ResourceCenter

Information about local sites/attractions/restaurants, and resources for families and small businesses

GoRockford.com/LunchChat

Weekly webinars every Tuesday/Thursday



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Thank you!