



Adaptive Leadership: Making 2019 Your Best Year Ever!

**Resource Options International |
Middle Market Webinar Series**

February 25, 2019



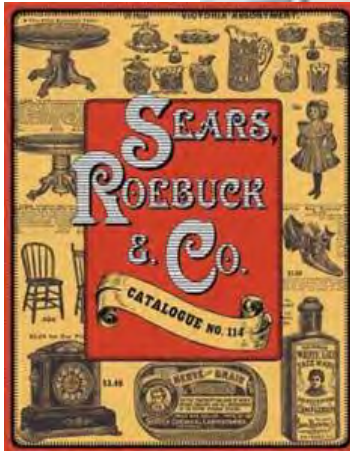


Great Companies *THAT LOST THEIR EDGE!*





Great Companies *THAT LOST THEIR EDGE!*





...AND ONES THAT GAINED IT!





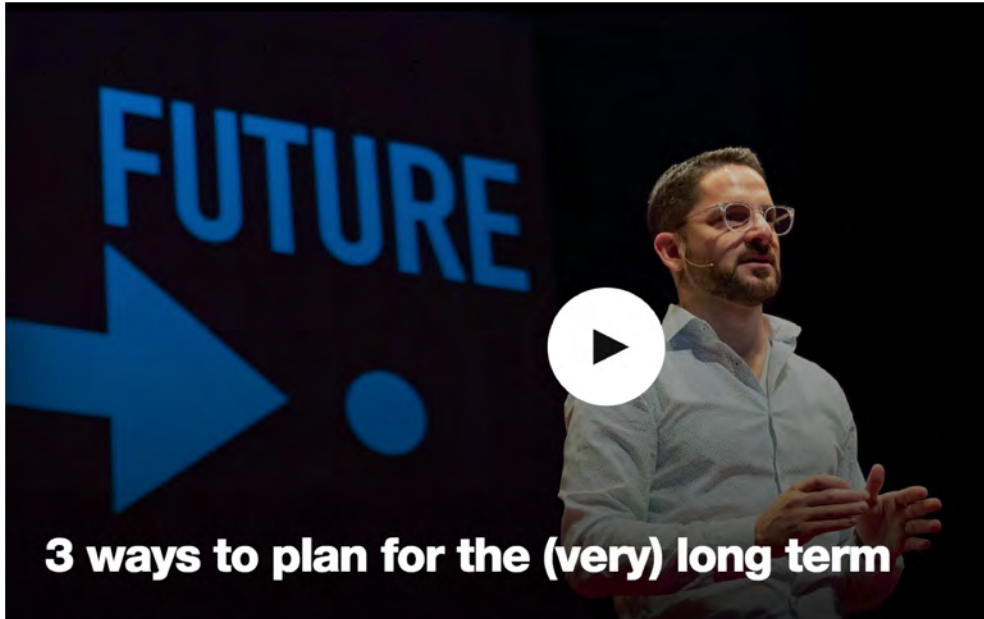
Today's Ever-Changing Marketplace



(Source: <https://www.youtube.com/watch?v=u06BXgWbGvA>)



Planning for the Very Long-Term



TED

Short-termism

Sandbag strategies

LONGPATH

1. Lifespan Thinking → *TRANSGENERATIONAL THINKING*
2. Today → Future. → *FUTURES THINKING*
3. To What End? *TELOS THINKING*

(Source: Ari Wallach, *Three Ways to Plan for the Very Long Term*, TEDxMidAtlantic, Oct 2016)



Defining Our Lighthouse





Vision, Mission & Values

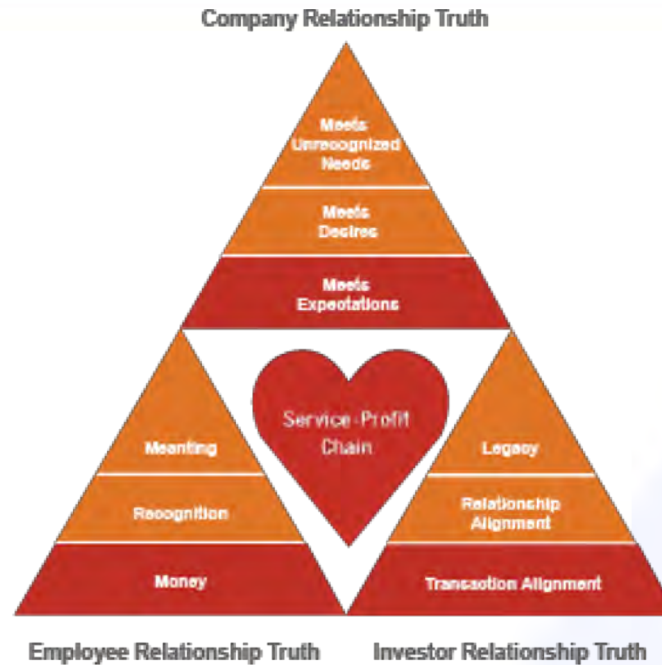
- **VISION** – The difference an organization was created to make; The end result or accomplishment

What is your Vision for your company & the world around you 3 years from now?

- **MISSION** – What an organization does or provides to bring about its Vision; The actions
- **VALUES** – The behavioral expectations – or guiding principles – required to accomplish the Mission
 - ❑ *Core values: Quality, Respect, Collaboration, Customer Focus, etc.*
 - ❑ *Goal values: Best-in-class, State-of-the-art, etc.*



Setting Strategic Goals



If anything were possible for you & your organization in February 2022, what would you have?

For your... Customers · Employees · Owners/Investors

(Source: Chip Conley, *PEAK: How Great Companies Get Their Mojo from Maslow*, 2007)



Taking Action with Micro-Goals

CUSTOMERS					
30-day Micro-Goal	60-Day Micro-Goal	90-Day Micro-Goal	Year-end Checkpoint Dec '19	Midpoint Milestone Dec '20	3 rd Year Strategic Goal Dec '22
EMPLOYEES					
30-day Micro-Goal	60-Day Micro-Goal	90-Day Micro-Goal	Year-end Checkpoint Dec '19	Midpoint Milestone Dec '20	3 rd Year Strategic Goal Dec '22
OWNERS/INVESTORS					
30-day Micro-Goal	60-Day Micro-Goal	90-Day Micro-Goal	Year-end Checkpoint Dec '19	Midpoint Milestone Dec '20	3 rd Year Strategic Goal Dec '22



Creating a Culture for Innovation



Ten Tips To Foster Innovation

1. Believe (**big time**) in your idea

2. **Illuminate** the opportunity to others

3. Show them how they are a part of a **greater good**

4. Keep **believing** in your idea!

5. Foster **collaborative** team meetings

6. Make these meetings fun, inspiring & **rewarding**

7. Find **creative** ways to fund innovation

8. Make known the **expectations** and deliverables from the team

9. Constantly be the **cheerleader** for change

10. Find and nurture **disruptive thinkers**

ALTITUDE
FUELED BY CBS RADIO



*(Source: Rich Lobel,
Former EVP & Chief
Marketing Officer, CBS'
Altitude Group)*

Stop · Start · Continue



- Based on the positive results I am/we are already producing, what should I/we CONTINUE doing?
- With this strong foundation in place, what can I/we now START doing to produce even greater results?
- What should I/we immediately STOP doing because of the poor results I am/we are experiencing?



Wrap Up & Very Next Steps



Questions? Comments?



Jeremy S. Lurey, Ph.D.

310.589.4600 x4612

Jeremy@ChiefExecCoach.com

www.ChiefExecCoach.com

CHIEFEXEC CORNER channel on  YouTube

