

Designing Strategy for Sustainability: Focus on Yourself, Staff, Leadership, Volunteers, and Organization

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U.S. CHAMBER OF COMMERCE FOUNDATION



**What is the
Greatest
Strength of
Your Chamber
or Association?**





Focus on Strengths

You/Self

Leadership

Staff & Volunteers

Organizational



Start with Self

Pay attention to
yourself because
the team is
paying attention
to you

- Strengths
- Priorities/Goals
- Shared expectations
- Balance

What Is One Way That You Have Taken Care of Yourself?



The SOAR Framework



What do you do well? What are you excellent at?

What are the opportunities here? Even those not in your control.

What do you aspire to become or do?

What are the measurable results and outcomes?



SOAR'ing Leadership

- **What are your leaders best at?**
- **What opportunities present themselves?**
- **What are their aspirations?**
- **What will be the measurable results?**



Strategic Leadership

Strategic Thinking

- Discerning environmental trends that have strategic significance
- Recognizing the strengths of the organization
- Reducing deficit-based thinking

Strategic Acting

- Create conditions for success
- Encourage and reward risk taking and collaboration
- Ensure all understand how they fit into the strategic direction

Strategic Influencing

- Create buy-in and commitment
- Develop relationships inside and outside the organization
- Be open to see and understand other perspectives



**Which Strategic Leadership Lens is Your
Greatest Strength?**

1. Thinking 2. Acting 3. Influencing

Staff & Volunteers

What is their SOAR?

- Leveraging Strengths

Strengths

- Clifton Strength-Finders
- Self-identification of Bright-Spots
- Team assessment – Who is good at what?

The Right Seats

- Bus?
- Subway/Metro?



A close-up photograph of three chess pieces on a light-colored board. Two dark-colored king pieces are in the foreground, flanking a white pawn piece that is slightly out of focus in the background. The lighting is soft, creating subtle shadows and highlights on the pieces.

What is one way you have leveraged the strengths of your staff or volunteers?



Your Organization

Clear Vision and Mission

- Where are you going?
Why?

Clear Achievable Goals

- How will you get there?

• SOAR

- Focusing on the strengths
- How do you maximize those strengths?



**What
Possibilities
Can You
See?**



Coming Down the Track – Change Catalysts



Breakouts

- What is “coming down the track” that will influence your organization?
- Are there proactive measures you can take now?
- Ten minutes for discussion
- Choose one thought you want to bring back to the large group and a spokesperson who will share

Where Did We Go Today?

1. Start with Self
2. Strengths-Based Mindset
3. SOAR Framework
4. Strategic Leadership
5. Maximizing Strengths
6. Change Catalysts





Questions?