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

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Leadership Outfitters
What is the Greatest Strength of Your Chamber or Association?
Focus on Strengths

- You/Self
- Leadership
- Staff & Volunteers
- Organizational
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

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

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

**Aspirations**
What do you aspire to become or do?

**Results**
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?
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?