

Lutheran Services in America CEO Summit

Seminar 2: Navigating Chaos: Leading Effectively Through Crises

*October
2020*



lead change
think different
play offense

Last Week:

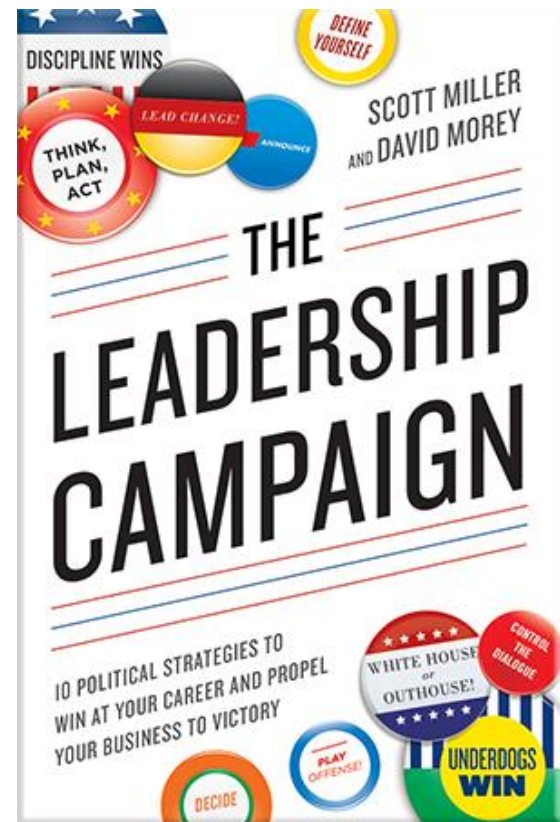
- Decide to Run; Commit to Lead—WHY!
- Seize the Opportunity; Map the Battlefield

Today:

- Destination Planning/Define the Win
- Your Story/Stump Speech (3x5 card)
- Action Plan

do the doable

- **DECIDE** to run
- **Think, Plan, and ACT** like an Insurgent
- **GATHER** Your Kitchen Cabinet
- **PREPARE** Your Campaign Inside-Out
- **ANNOUNCE** Your Candidacy
- **DEFINE** Everything
- **CONTROL** the Dialogue
- **GAIN** Momentum
- **EXPLOIT** Crisis
- **REPEAT** and Never Stop Running



move the movable



play more offense

- **15% more offense**
- use change to get control of the **dialogue**: **define** yourself, the stakes, the future
- deliver your “**3x5 card/stump speech**”—**everything** communicates!
- **cross disciplines**, strengthen your inner “**change leader,**” and **BELIEVE . . .**

Room Scan: Destination Planning / Define the Win

- **What are your Survival Objectives 5-6 months from today?**
- **What will “Success” look like at the end of 2021?**
- **And how do you define the “Win” three years from today?**

Breakout 1: Stump Speech/3x5 Card

- **Define Yourself: Who Are You? What's your Founding Story; your Values, and Beliefs?**
- **Define Change: What Must We Do? Why Now? Why Us?**
- **Define the Future: What's the "Win-Win"?**

Strategic Action Plan

FIRST, select 3-5 STRATEGIES, such as:

- **DEFINE THE WIN**
- **CREATE A “LISTENING” PROJECT**
- **SCHEDULE A “THINK WEEKEND**
- **LIST “WHYS” AND “MUST-DOS”**
- **FORM “KITCHEN CABINET”**
- **MAP “KEY TARGETS,” “YOUR SERVICE,” and “OVER-DELIVERY”**
- **PLAN YOUR RE-BRAND**
- **PLOT A CAMPAIGN**
- **DO THE DOABLE**
- **MOVE THE MOVEABLE**
- **CENTRALIZE MESSAGING**
- **BUILD “INSIDE-OUT”**
- **PLAY MORE OFFENSE**
- **HIRE A “COACH”**

SECOND, BRAINSTORM CONCRETE TACTICS underneath your 3-5 Strategies.

THIRD, CIRCLE/PRIORITIZE THE TOP 20% and Do Something⁹ immediately!

Breakout 2: Deep Dive into Action Plans

- **How will you do the doable to create momentum?**
- **How will you move the moveable?**
- **Where are you going to play more offense?**

Strategic Action Plan

FIRST, select 3-5 STRATEGIES, such as:

- DEFINE THE WIN
- CREATE A “LISTENING” PROJECT
- SCHEDULE A “THINK WEEKEND
- LIST “WHYS” AND “MUST-DOS”
- FORM “KITCHEN CABINET”
- MAP “KEY TARGETS,” “YOUR SERVICE,” and “OVER-DELIVERY”
- PLAN YOUR RE-BRAND
- PLOT A CAMPAIGN
- DO THE DOABLE
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