

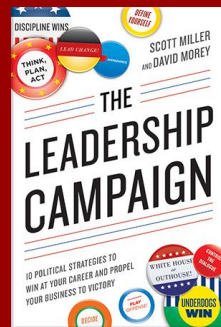
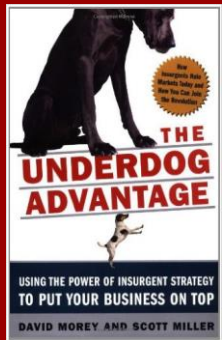
Lutheran Services in America CEO Summit

Seminar 1: Navigating Chaos: Leading Effectively Through Crises

***September
2020***

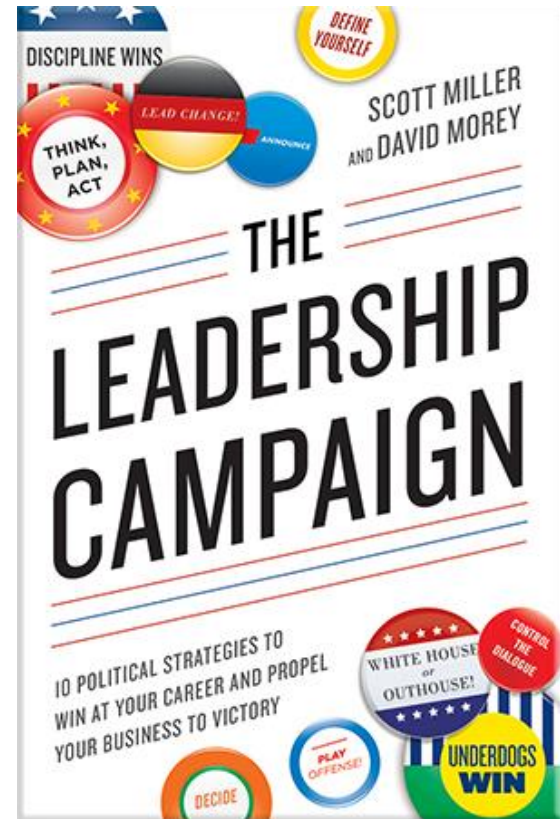


It's a *triple whammy* of
crisis upon more
crises



your leadership campaign

- **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



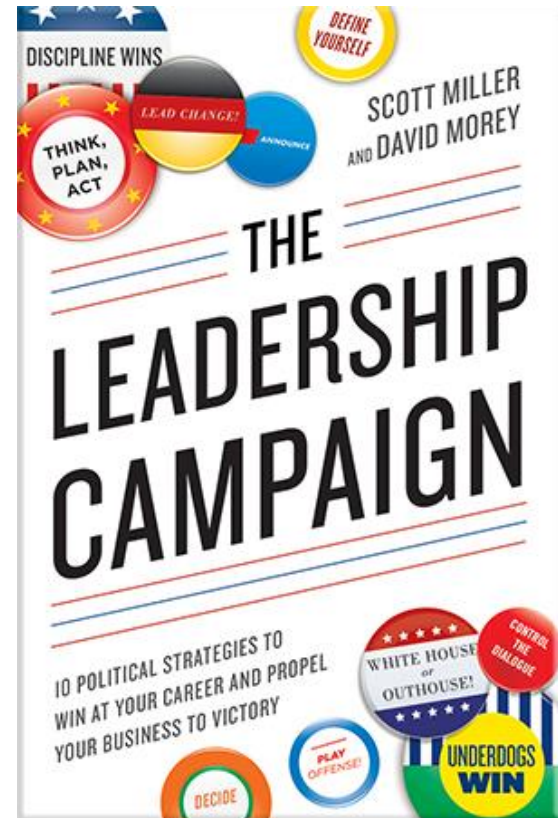
lead change

run a *campaign*

- remember, refresh **assumptions**

re-ignite and re-commit

- **Map the Crisis Objectively:**
 - No Worse and No Better Than It Is
- **Identify the Opportunities:**
 - Define the Win
- **Communicate your Plan:**
 - Your Stump Speech/3x5 Card



- How can you Re-ignite your “Founder Stories” and Recommit? (what brought you to the work)?
- Why must you lead now?

think different



“Anything you can
imagine you can
create.”

-- *Oprah Winfrey*

play offense

Breakout #2: Exploit the Crisis: Map the Battlefield

- What are the core threats (naming the Crisis)
- What are the key OPPORTUNITIES?
- How can the crisis positively change the way people think, feel, and act?

Where we have been and where we are going

Today:

- Decide to Run: Commit to Lead
- Seize the Opportunity: Map the Battlefield

Looking Forward; Next Week (October 1st):

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

Homework: 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?**

Homework: 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”?**

Planning work: **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 Something immediately!