

# Rethinking Your Strategy Series

You hold a precious stewardship. Your work is invaluable to our society. We need you. We need your team. We need your programs. But these days are uncertain. The pandemic has changed everything. Whoever first said, “Never let a good crisis go to waste” was spot on. And yet many of us will.

Why? Because we are attached to what we have been doing. We are organized to pursue our pre-Covid19 strategy. We are overwhelmed by making contingency plans. And we are feeling stress. Especially now, we are set up to want to survive instead of thrive.

We need to rethink our strategy.

If we can use this crisis to rethink our strategy – not simply to make it through but to emerge better, more valuable to our communities, having a greater impact than we have ever had – then we will be able to thrive.

Join us for a 3-part series, one hour each, about how to rethink strategy.



## Session 1 The opportunity of a crisis

In this session we will examine the opportunity of adaptation, the value of holding fast to key parts of your identity, the importance of focusing on impact, a way to become re-oriented to the new context, and the need to evolve.

- Seeing what a crisis can fix
- Understanding three essential principles of adaptation
- Knowing what changes, and what doesn't
- Paying attention to your spotlight, what you are watching?
- Discovering new bearings for a new context

## Session 2 How to adapt your strategy

In this session, we will workshop the first steps of redesign – how to reposition your value proposition, find the potential amidst of uncertainty, and make directional adjustments for the future.

- Getting on the balcony
- Adapting your value proposition
- Revisiting your principles of change
- Finding the up elevators
- Seeing a way forward

## Session 3 Designing the way forward

In this session, we will talk about how to take adaptive steps in your strategy, what to experiment with, how to help your team make critical shifts, and why having a renewed vision for impact is critical.

- Experimenting and prototyping
- Researching your options
- Building your supports
- Taking the first steps
- Renewing your vision

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