



Rethinking your Strategy: Planning Recovery for COVID-19 (a series of three sessions)

- ▶ **Session 3:
Design – Create a new future**

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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.

Session 2 – Adapt your strategy

In this session, we will explore the mechanisms of adaptation – how to reposition your value proposition, find the potential amidst of uncertainty, and make directional adjustments for the future.

Session 3 – Create a new future

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.

For Today

Create a new version of the future

A few orienting thoughts for today

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- Exercise hope

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- Renegotiate your relationship with perfection

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- Pay attention to your heart

A few orienting thoughts for today

- Exercise hope
- Renegotiate your relationship with perfection
- Stay in the zone of productive disequilibrium
- Pay attention to your heart
- Continue to be motivated by love

Two reminders

Evolve, not just Pivot

Two reminders

Adaptive, not just Technical

- Step 1 – Identify the adaptive challenge
- Step 2 – Examine the pre-existing context
- Step 3 – Refresh your intended impact
- Step 4 – Identify your principles of change
- Step 5 – Look for your inspiration
- Step 6 – Develop some ideas
- Step 7 – Do the research

An example

Ukraine NGO

Instead of Summer Camps..

New approaches to...

Capacity-building

Partnerships

Expanding the repertoire of offerings

Engaging the under-represented



An example

Ukraine NGO

Instead of Summer Camps...

A few ideas

Survival quest

Amazing race

Camp in a box

Festival of non-traditional games

3-day football challenge



Step 8 – Select an idea to work on



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“A plan is only as good as its options.”

- Linda Cannell

Step 8 – Select an idea to work on

Take a moment to
write it down

Step 9 – Take inventory of what you have



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Part A – Your current assets

- relationships and connections
- skills sets on your team
- people who believe in your cause
- people who have experienced your impact
- your reputation, track record, community trust
- your knowledge and I.P.
- your processes

Step 9 – Take inventory of what you have

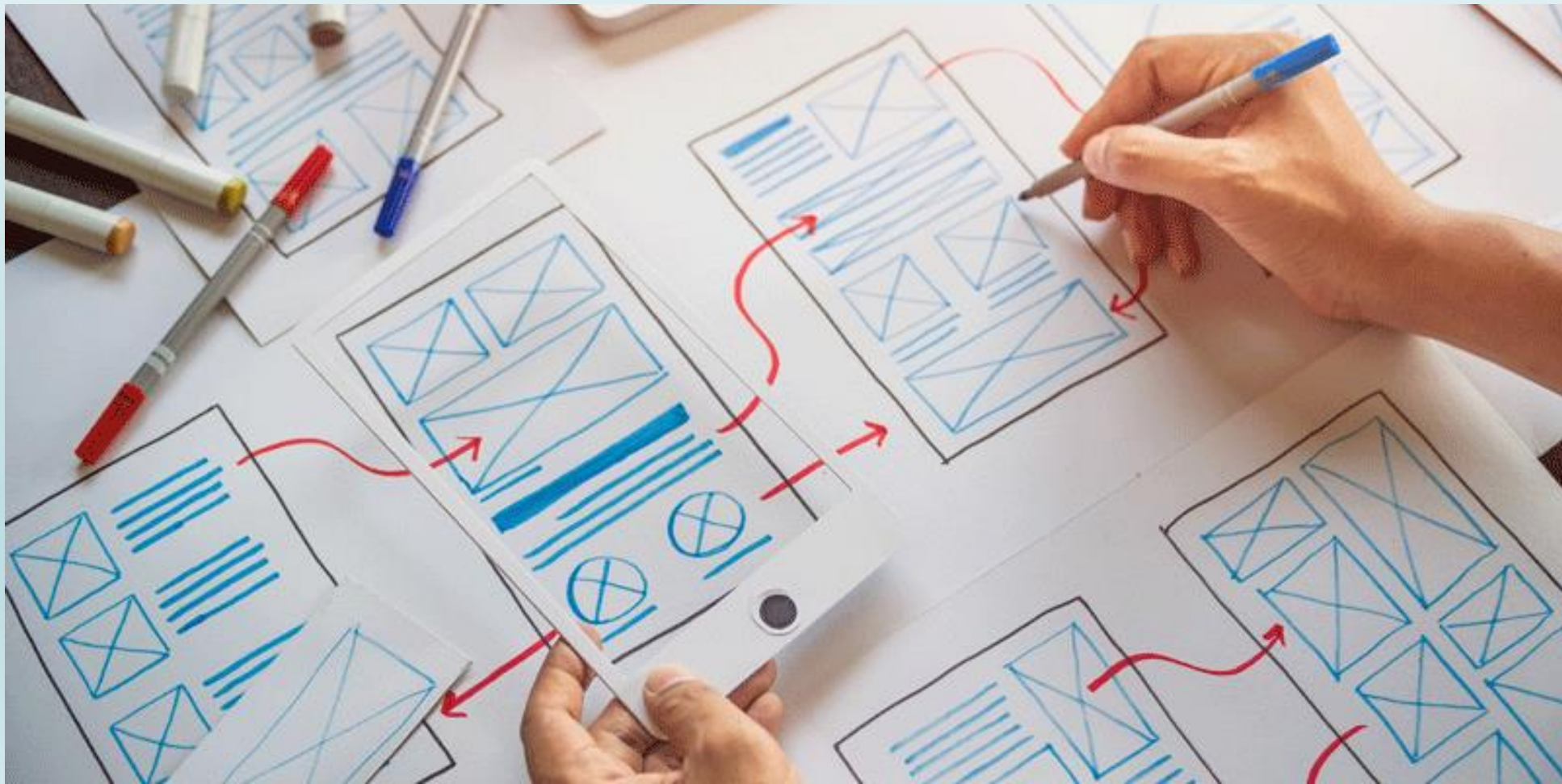
Part B – Your potential assets

- What do you have that will need to be adjusted?
- What is accessible, but not yet in your grasp?
- What could you get more of?
- What do you have that could be repurposed?
- What do you have little of?
- What do you not have at all?

Step 9 – Take inventory of what you have

Take a moment to
write it down

Step 10 – Design a prototype



Step 10 – Design a prototype

The Minimum Viable Product (MVP)

The Lean Startup

-- Eric Ries

Step 10 – Design a prototype

Think experimental – Be modest and take 1 step, not 10

Think minimalist – Remember the Minimal Viable Product (MVP) of product design

Think leverage – Use what you're good at already (your principles of change) to try what you don't yet know how to do

Think creative – Try to hold an abundance outlook

Think specifics – Don't make this about vague intent

Think soon – Make this something you can move on right away

Step 10 – Design a prototype

Key Features (who, what, when, where, how)

Process (steps, order, length)

Ingredients (location, number of participants, equipment, preparation, transportation, staff)

Marketing (What is the value you're bringing to people? How will people find out about it? Why do they want to participate? Where will the funding come from? What is the hook/need?)

Step 10 – Design a prototype

Take a moment to
write it down

Step 11 – Give it a stress test



Step 11 – Give it a stress test

Will it work?

(Remember the value of peer consultation.)

Step 11 – Give it a stress test

1. Fit

- fidelity to your principles of change
- in service to your intended impact

Step 11 – Give it a stress test

1. Fit

- fidelity to your principles of change
- in service to your intended impact

2. Risk

- reputation
- resources
- opportunity cost

Step 11 – Give it a stress test

1. Fit

- fidelity to your principles of change
- in service to your intended impact

2. Risk

- reputation
- resources
- opportunity cost

3. Energy

- multiplier (ripple out or ripple in)
- momentum (give you energy or draw energy from you)

Step 11 – Give it a stress test

Take a moment to
write it down

Step 12 – Partners and Resources



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Who might get excited about this with you?

Who has expertise that you could use for this?

Who might you partner with?

Who would be a champion?

Where in the community is there energy for something like this?

Who might want to support this?

Who could be your ally, sponsor, promoter?

Step 12 – Partners and Resources

Take a moment to
write it down

Step 13 – Plan the first steps

How do you build
up your team?



Step 13 – Plan the first steps

What is
one step
you can take
today?



Step 13 – Plan the first steps

Take a moment to
write it down

Take field trip into the future...

If you want a deeper dive...

Rapid Redesign Project

Two days, two weeks apart, with your team, in a cohort, July 13 & 27

For info

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