

March 2015

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The Presidential Perspective

Message from Lee Crumbaugh, ASP President

In thinking about ASP's current status, challenges and opportunities, the Boston Marathon comes to mind. I've been privileged to run the Boston Marathon seven times.

Just qualifying is a challenge and a thrill. Training through the winter is long and hard. Pre-race you have the joy of hanging out with 25,000 dedicated athletes. This throng of runners lined up behind the start line in Hopkinton, Massachusetts, on the two-lane highway to Boston is a sight to behold.

The gun goes off and we walk and then run forward, flying along a mostly downhill five-mile opening segment. Combined with what often is beautiful spring weather, this easy terrain makes a runner's heart sing. Of course, the remaining 21.2 miles are not as not nearly as easy, as one tires and the terrain tosses in challenges including the Newton Hills with Heartbreak Hill being the most famous.



By the time the CITGO sign by Fenway Park comes into view near downtown Boston (see the photo I took while running last year's race), most often for me dead legs and cramps have intervened, making my finish a real challenge. But turning the corner onto Boylston Street and seeing the finish banner ahead is an affirmation of life, even more so last April when we runners made the race a commemoration of those who were killed and injured in the finish line bombings the year before.

I liken this year for ASP to running the Boston Marathon because it has some of the same emotional elements. Last summer the leadership decided to significantly up ASP's game, with the strategic plan embracing new paths including development of a new business model, international expansion, upgrading the Body of Knowledge and more. We have had a great start and can celebrate many successes, such as the first World Strategy Week, a nearly complete draft of the Body of Knowledge 2.0, a new management company helping us move ahead, bright prospects for the May 6-8 Annual Conference in Tyson's Corner, VA, USA, the new website, increased Certification registrations, and an engaged ASP Advisory Council.

But, inherent in the ambitious course we have set, now the terrain is becoming challenging. Our resolve is called upon in developing and implementing our new



business model, moving from an upgraded BOK to revised certification examinations, addressing the needs and opportunities of our chapter network, and more.

I write this so you know that ASP's leaders are committed to a long race that really has just started. We see a future where the value of what ASP provides in the strategy realm is exponentially more and better. We are committed to deliver on our 2020 vision of "Achieving superior outcomes through strategy."

I write this also to ask for your engagement for greater benefit for us all. Please consider registering for and attending the conference; enlisting your peers in strategy to join ASP; forwarding strategy cases, models, tools, ideas and questions for discussion and learning; getting certified; and joining and helping create ASP communities that meet your needs and build your network and knowledge, be they chapter, community of practice, committee, social media site or ad hoc group.

Through engagement, I find running the ASP race a professional and personal affirmation. Join me on the course!

Lee Crumbaugh
ASP President

Conference Update:

With only seven weeks to go, all preparations are falling into place. The 2015 Conference Committee is beginning to receive the detailed slides and materials from our excellent set of breakout speakers and the committee is working to finalize requirements for A/V, meals, and exhibitors. Please take the time to register here if you have not done so.

We already have delegates from four continents joining us in Washington, DC. I trust the conversations and information shared will benefit all attendees, no matter if you are from a government agency, a non-profit, or a for profit company competing globally. In addition to the breakout sessions, like Mark Towery's talk comparing and contrasting different approaches to strategy from across the globe or Mike Bauer's discussion on how Motown insourced work from China to lift the spirit of the city, take advantage of our pre-conference "master class" offerings.

For example, take a deep dive into Extreme Design Thinking with Scott Williams. Using visual imagery to address business issues in your organization makes goals become clearer and stronger solutions evident with collaborative, visual approaches like Extreme Design Thinking. Extreme Design Thinking is more than simply illustrating the solution: it is an organic, strategic methodology employed throughout the planning process from identification of the problem to delivery of the solution.

Bill Eggers from Deloitte Research will discuss the key drivers and trends government planners need to take into consideration as they gear up for the next iteration of their agency's strategic plans which are now tied to the Presidential election cycle. This point will also be emphasized by Betsy Newcomer of the Office of Management and Budget in her breakout session on Friday following Bill Eggers Keynote Kickoff on Thursday morning. It will be interesting to compare OMB's perspective with Eggers' point of view of drivers such as digital technology, demographic changes, and cyber security and trends in energy and the environment weigh in on the plans and budgets. You have to be there to engage in this dialogue!

In addition to the main conference and master classes, all delegates will have the opportunity to visit with a dozen or so strategy vendors offering innovative products to help strategists develop and track the implementation of their strategies. Beginning with an opening "international" reception on Wednesday May 6th and continuing through Friday lunch, spend time discussing your issues and hear about solutions from the Balanced Scorecard Institute, LBL Strategies, the Haines Center for Strategic Management, iBossWell, ClearPoint Strategies and 9Lenses.

I look forward to seeing you in Washington May 6-8! But I can't if you don't register! We have made it easy to register from our website at www.strategyassociation.org. Sign up today!

- Jim Stockmal, ASP Vice President and 2015 Annual Conference Chair

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Board Nomination Update

We are pleased to announce that we had twice as many nominations for serving on the ASP Board of Directors, than we have positions. It is wonderful to see so many people wanting to serve and support our ASP community. The Nomination Committee is now working on the proposed slate for 2015-2016.

ASP has a voting board and voting ensures that the directors are accountable to the members that they represent.

In April all ASP paid Members will receive an email giving you an opportunity to vote for the new leadership of ASP. Please make sure that your membership is up-to-date. If you are not a member, but want to participate, please join now. Only Members of standing in April will be able to vote and we want to encourage as many of you to be involved in the future of your ASP.



Global Webinars

Strategic Leadership: Closing the Gap between Objectives and Implementation

April 14, 2015
1:00 PM - 2:00 PM EST

Successful strategic implementation is highly dependent on human behaviour.

Organisations are not binary and cellular, but an organic system of individuals. Leaders frequently presume that through careful planning, briefing and oversight they will achieve their objectives. Sometimes they do; more often they don't. Success rates can be rapidly increased through some very simple guidelines that allow leaders to get the most from their people and for their people to trust the leaders..

Chris Paton
Quirk Solutions Ltd.

Registration Rates:
\$40.00 - Member
\$70.00 - Non-member
\$40.00 - Student

Register >

[Learn more](#) about the ASP Global Webinar Series.

Chapter Events/Webinars

NorCal Chapter:
Cybersecurity Strategies: Moving From Tools to Strategic Protection and Opportunity
April 8, 2015 - 5:30-7:30pm PDT

Webinar:

Register >

In-Person:

Register >

Los Angeles:
Space Tourism – do YOU want to go?
May 19, 2015

Save the Date!

[Click here](#) for additional information about upcoming events in your area!

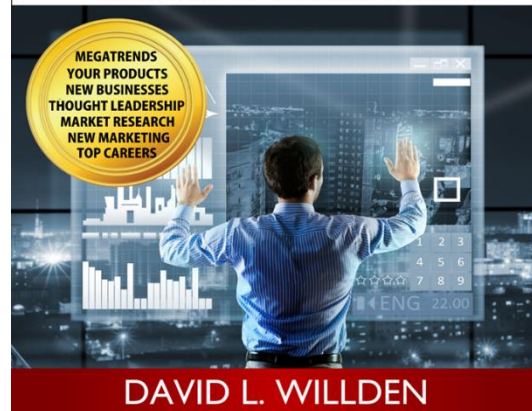
Announcements

Creating You, Inc. by David Willden

David Willden recently published the book ***Creating You, Inc.: Entrepreneurship and Careers - How to Make a Real Difference and Succeed in a Radically Changing World.*** The book was a best-seller in Amazon for careers and entrepreneurship.

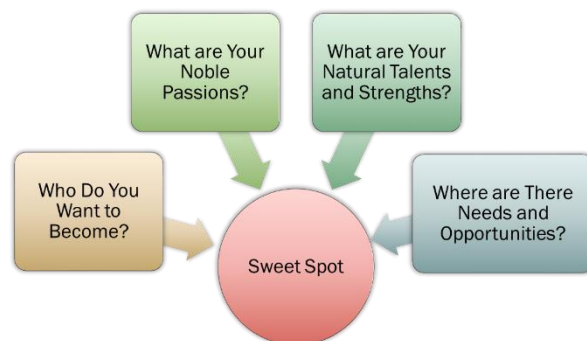
CREATING YOU, INC.

ENTREPRENEURSHIP AND CAREERS
HOW TO MAKE A REAL DIFFERENCE AND SUCCEED
IN A RADICALLY CHANGING WORLD



Creating You, Inc. argues that, in principle, we should each see ourselves as a corporation. It doesn't matter whether you want to work for an employer or be your own boss. We all need to be prepared. Disruptive innovation and other key factors are beginning to reshape industries, businesses, products and services. Today's millennial generation will have between 15-20 jobs during their career. Within twelve years seventy-five percent of the S&P 500 will be replaced. Temporary jobs continue to grow at a fast rate despite a stronger economy.

Traditional career models are quickly becoming a thing of the past. Your key to success today and more so in the future, is to find your ideal "sweet spot" and to become outstanding in that area.



Creating You, Inc. is really a guidebook that takes you through your own strategic planning process. It helps you to:

1. **Discover Your Ideal Sweet Spot**—to help optimize your contributions and success.
2. **Understand Trends Redefining the World**—to help you identify and understand challenges and opportunities.
3. **Learn Powerful New Keys to Business Success**—to help improve your chances of starting, growing, or being a part of a successful business.
4. **See What Careers will be in High Demand.**
5. **Plan to Become a Thought Leader**—so you can become a major contributor in your field, innovate, and grow your business.
6. **Conduct Market Research to Find Opportunities**—to help you discover niches, products, and services to possibly focus on.
7. **Develop Your Compelling Thought Leader Products and Services**—to help you make a real difference and establish your business.
8. **Discover How to Market Your Products and Services in Today's World.**

David is providing "Creating You, Inc." workshops to help people accelerate their success. He is also providing "Creating We, Inc." workshops and consulting services

to help organizations establish passionate cultures, strategies, structures, and strengths.

ASP Member Raj Daniels joins inaugural podcast of StartUp Dallas

In my recent journey to learn the capital landscape in the DFW metroplex I have had the pleasure of meeting VC's, family offices and angel investors. I am fortunate in that my company is not currently in fundraising mode, so this has allowed me to take a more research minded approach to my activities. Here are the 5 big things that I have learned so far.

1. They are people first, so treat them that way. Almost all of my experiences have been positive ones and a couple of interactions have been outstanding.
2. Do not start the conversation with a pitch. Create some rapport with the VC before launching in to your pitch.
3. Shut up and allow them to speak. Don't verbally vomit all over them. Most of them have been at their game for a long time and have a lot of knowledge to share.
4. Those that invest capital have to raise money too. Funds are created by aggregating a pool of money raised mostly from Limited Partnerships.
5. FOMO and Greed – These were recently shared by a VC from DC at Dallas Startup Week. Essentially he said that entrepreneurs should cater to the fact that VC's have the 'Fear Of Missing Out' on a great opportunity and ultimately they want to and need to make money for their investors. And 'Greed,' well we all know what that is.

If any of you are interested in learning more about the Dallas Startup ecosystem or are considering your own startup please feel free to reach out to me at raj.daniels@opentimeapp.com. You can learn more about at <http://www.startupdallas.co/1>

Certification & Membership Corner

Congratulations to the following Strategy Professionals on their ASP recertification!



Kevin Center
Ted Galpin
Michael Hay



Tom Carter
Joyce Reynolds-Sinclair
Howard Rohm
Paul Ratoff
Stan Rosen
David Wilsey
Randy Rollinson
Frank Mruk

Welcome to new ASP members in March 2015!

Members At Large

- John Barnhardt, *GCI*
- Charles Assey, *Bank of Tanzania*
- Katharine Vander Laan, *FCC*
- Saar Ben-Attar, *MAC Consulting (Pty) Ltd.*
- Dunja Kartte, *MAC Consulting (Pty) Ltd.*
- Lisa Botes, *MAC Consulting (Pty) Ltd.*
- Jennifer Ruff, *Canada House of Commons*
- Oluwaseun Fasuyi

- Michael Hanks, *Continuant*
- Kimberly Snyder
- Kavya Bollina, *Sanjose Constructora*
- Santosh Simhan
- Agasha Ronah, *Bakaima Investments Ltd.*
- Imo Okorie Imo, *Linkage Assurance Plc*
- Oluwatosin Marcel-Falase
- Christiana Olaniyan, *Chams Plc*
- Shayne Dow, *Blue Tree Inc.*
- Stacey Harter, *Intergraph Government Solutions*
- Jason Adcock

Atlanta Chapter:

- Daniel Omara, *Uganda Revenue Authority*
- Gloria Nshekanabo, *Uganda Revenue Authority*
- Frank Mulumba, *Uganda Revenue Authority*
- Mwesigwa Francis, *Uganda Revenue Authority*
- Sandra Nyakalaya, *Uganda Revenue Authority*
- Geoffrey Okaka, *Uganda Revenue Authority*
- Ronald Nyenje, *Uganda Revenue Authority*
- Tina Kaidu, *Uganda Revenue Authority*
- Shadi Sahlool
- Mike Curtis, *Georgia Technology Authority*

Chicago Chapter:

- Lorrie Rogowski

Dallas-Fort Worth Chapter:

- Annie Ceder

Florida Chapter:

- Daniel Berman

Metro New York Chapter:

- Rossana Creo, *UNFCU*
- Pamela Paul-McNeill

Minnesota Chapter:

- La Juana Whitmore, *La Juana Whitmore Consulting*

National Capital Area Chapter:

- Kristina Wilson, *Intergraph Government Solutions*
- Dennis Peery

Pennsylvania Chapter:

- Harold Knisley, *BRIC LLC*
- Myron Gellman, *The Mercadien Group*
- Nicole Paul
- Safiyah Satterwhite, *Safiyah Satterwhite and Associates*

San Diego Chapter:

- Lisa Morgan, *San Diego County Regional Airport Authority*

Career Center

Manager, Intelligence and Planning

San Diego County Regional Airport Authority

Closes: May 18, 2015

[Click here](#) to visit the ASP Career Center. Note that you must be logged in as a member to access this benefit.