World Strategy Week
May 16-May 20 2016
9 am PT, 12 pm ET

Learn about the 5 mega forces that are changing global economies.

5 forces, 5 webinars- Monday to Friday

Brought to you by the
Association for Strategic Planning
Each day in the week there will be a 2-hour webinar with a panel of thought leaders of organizations on the results of their research and what they are doing for their organizations.

5 forces, 5 webinars- Monday to Friday

Panelists
You will hear real life experiences on what has worked or experiments that have not worked. We have 24 panelists over the 5 days.

INNOVATION and strategy- Monday
SUSTAINABILITY and strategy- Tuesday
COLLABORATION and strategy- Wednesday
PEOPLE and strategy- Thursday
DATA and strategy- Friday
The shift: Innovation is transforming our world through new business, economic and social models, coupled with access to rapidly advancing new technologies. Innovation needs to be part of every organization’s strategy.

The question for our panelists: How can leaders position their organizations to capitalize and succeed in the paradigm change that innovation is fueling?

What are the strategic imperatives they need to adopt to be creative and innovative? Innovation and growth are linked together for organizations big and small so innovation needs to be part of the normal strategic planning process.

“Positioning your company to succeed in this transformational environment is not an option; it is an imperative, essential for succession and survival.” Faisal Hoque

So what can you learn from organizations that discover, accelerate development, run pilot programs and energize their employees to innovate? One is to make innovation an integral and connected part of the strategic planning process and support it at the C-Suite.

It can help you discover what opportunities exist now or are likely to emerge in the future. Innovation is not only about designing a new product or service but also focuses on existing business processes and practices to improve efficiency.

THE PANELISTS

“True Blue Ocean thinkers look to re-invent their business on a regular basis, and do not rest on a single winning move” Philippe Latapie
SUSTAINABILITY AND STRATEGY
TUESDAY MAY 17
9 am PT, 12 pm PT

Sustainability is not just about saving the planet but reinventing business models to better compete in a global economy.

The shift: Sustainability has moved from operational footprint to being part of value chain, and now is permeating all decision making. Successful organizations look for the endurance of all the systems and process connecting the environment, economics, politics and culture.

The question: What does this holistic view of organizations mean for strategists and strategic planning professionals in both traditional and new organizations?

"Natures’ ecosystems have nearly 4 billion years of experience in the development of efficient, adaptive, resilient, and sustainable systems. Why should companies reinvent the wheel, when the R&D has already been done?" Gil Friend

For businesses, sustainability is a powerful idea. One theme is of endurance where an organization outlasts its founders and is successful for decades. Now sustainability is much broader where the organization creates profit while protecting the environment. A sustainable organization is more successful tomorrow compared to today.

THE PANELISTS

"In a transparent world, how a company behaves and manages our shared environmental and social challenges is open to public scrutiny. John Friedman"
COLLABORATION AND STRATEGY
WEDNESDAY MAY 18
9 am PT, 12 pm PT

The shift: Collaboration is a key strategic imperative. In the Collaboration Economy, organizations leverage employees, customers, suppliers and partners to innovate and increase capacity, loyalty and results.

The question: How should collaboration figure into strategy formulation and execution: How and with whom should organizations collaborate for greater success?

“There is no best approach to leveraging the power of outsiders. Different modes of collaboration involve different strategic trade-offs.” Gary P. Pisano and Roberto Verganti

Collaboration is a key strategic decision made by companies and also the way organizations now work.

COLLABORATION WITHIN THE ORGANIZATION

Collaboration is taking over the workplace as businesses and organizations become more cross-functional and global. Leaders try to make it easier for employees to share ideas and concerns but usually they end up doing the opposite. That’s because they fail to address two big obstacles: a fear of consequences for speaking up and a sense of futility.

Companies form strategic alliances with other companies. Collaborating with your competitors is like a double-edged sword. Sharing between firms is a smart strategy as long as the relationship is give-and-take and is one that will benefit both parties without compromising each of the firm’s competitive position in the industry.

THE PANELISTS

JAMES WARE, PHD
Making Meetings Matter

PAUL NUNESDEA
Group Vision Consulting

ILYA MOVSHOVICH
Co-Founder
CARMAnation

DIANE COLES LEVIN
Workplace Management Solutions
PEOPLE AND STRATEGY
THURSDAY MAY 19
9 am PT, 12 pm PT

The shift: In the new economy, the organizations that will thrive will be those who know how to best build and tap into the insights and passions their people.

According to an ongoing study by Gallup involving over 25 million employees in 195 different countries, only 13% of employees are engaged in their jobs. In other words, only one in eight workers feel they are marking a positive contribution and are committed to their job and organization.

Multiple studies demonstrate that those organizations with higher employee engagement rates have higher levels of profitability, productivity, earnings, creativity and customer satisfaction.

“If your plan is not in alignment with your culture, and vice versa, you may have great strategies in place, but you will never reach them to the ultimate degree until you have alignment between the strategy and the culture!” Denise McNerney

“This is about how we create the conditions in which employees offer more of their capability and potential” David Macleod

According to McKinsey, the top two reasons that strategic initiatives and transformation programs fail is because employees resist change, and because management’s behavior does not support the change.

The question: How can leaders best engage and tap into the insights and passions of their people as they develop and implement new strategies?

THE PANELISTS

How do companies make the best use of the collective skills, knowledge or other intangible assets of individuals that can be used to create economic value for the individuals, their employers, or the community. Organizations are all looking to understand and utilize the intellectual capital in their organizations.
DATA AND STRATEGY
FRIDAY MAY 20
9 am PT, 12 pm PT

The shift: Big Data offers great potential for both short- and long-term competitive advantage. A.T. Kearney suggests thinking of data as an asset: “the foundation upon which to build propositions and business models.”

The question: What is Big Data’s potential and how can strategies harness this potential to transform the organization?

DATA AS PART OF THE STRATEGIC PLAN
Organizations that develop strategic plans need to measure the results of strategies and if they have achieved the desired outcomes. The phrase ‘measure what matters’ is used to have dashboards and analysis of the tactics. Even earlier is to carry out a situational analysis and to have insight into the market. Data and analytics fit both needs.

“It’s not just data, it’s data with a purpose.”

Jim Rinaldi

“Help us design a better solution by working with us from the beginning, rather than reacting to us at the end.”

Jim Rinaldi

It is no longer in doubt that advanced data analytics and big data are an important component of the operational excellence for organizations.

McKinsey reports that when companies inject data and analytics deep into their operations, they can deliver productivity and profit gains that are 5 to 6 percent higher than those of the competition. Organizations are interested in the data analytics for trend analysis and understanding demographic, economic and social changes that may impact how that organization can compete and adapt for this new future.

Governments use data at local and national level. Some of these systems talk to each other, but most do not.

THE PANELISTS

JAMES RINALDI
Chief Information Officer
Jet Propulsion Lab

JEFFREY PRESS
Practice Leader
Socrata

ALAN LEEDS
CEO
Y-Change

SALVATORE PARISE
Assoc. Professor
Babson College
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