

2021.1.1 Strategic Edge

Board Perspective

ASP Strategy Management – Taking the Mission to the Next Level – Thanks to Our Volunteers

By: Denise McNerney, ASP Board President

What is a professional association if it is not all about its vision and mission, members and the value proposition? And how better to manifest this than through the entire strategy management cycle. Particularly given the fact that this is the Association for Strategic Planning, I believe we must role model an exemplary process of ongoing strategy management. In July 2020, the Board of Directors began a review and revision of our strategic plan, including a strategic decision to explicitly put a stake in the ground that we shall be *the* standard bearer for strategy, and re-articulated our vision and mission:

Vision:

Be the global standard bearer for organizational transformation and success through strategy.

Mission:

Lead and support people and organizations through the promotion of a holistic approach to strategy management and by setting standards for strategy through thought leadership, professional development and certification.

Furthermore, we restructured our strategic plan content under the following pillars:

Mission Driven Pillars:

- 1. Thought Leadership:** Create and curate relevant theory and practice, introduce high-level and innovative strategic thinking and approaches, and create new knowledge and high-impact tools.
- 2. Professional Development:** Deepen ASP's content offerings, expanding the value ASP brings to members, and continuing to use this information as an opportunity to connect with potential members and leaders in the strategy field.
- 3. Member Experience:** Offer worldwide and local networks where people share experiential knowledge and ideas in strategy.
- 4. Certification:** Establish a high level of quality and consistency within the fields of strategic planning and management so that strategic planners and those responsible for developing and deploying strategy can assist organizations in meeting and exceeding the challenges of the 21st century.

Foundational Pillar:

- 5. Foundation: Financial Sustainability/Operational Excellence/People:** Deliver value and impact for our members through operational efficiency, transparency and stewardship.

Keep an eye out for an upcoming communication with more details about the plan and our ongoing process of strategy management.

One of the most successful approaches to make this all come to life is through *members serving members*. This is where our incredible volunteers come into play. And we are seeing a surge of volunteerism perhaps greater than ever before at ASP! There is a new infused energy across a larger group of engaged members that has advanced a number of initiatives into new territories that are helping ASP further our vision and mission, as well as our value proposition.

As we move into 2021, I'd like to take this opportunity to give a huge shout out to all the volunteers who have led and carried out the critical work needed to make this all come together, positioning ASP for an incredibly successful path to

the future. ASP could not carry on its important work without these incredible folks. The following acknowledges those members who have given of their time and expertise to advance our strategic pillars and initiatives.

Thought Leadership:

- Pillar Leads: Pierre Hadaya and Jim Stockmal
- Additional Support:
 - o BoK 3.0 - Eddy Abou Chakra, Kerry Lanza, Dan Greenwood and Suri Perinkulam
 - o Strategy Magazine – Fiona Carter, Vincent Rousselet, Caitlin Akers.

Professional Development:

- Pillar Lead: Chris Hankins, with core team members Arrelle Anderson, Suri Perinkulam and Mike Aubrey-Bugg
- Additional Support:
 - o Conference 2020 & 2021: Co-chairs: Lynne Brown, Lauret Howard (2020 & 2021) with Fiona Carter (2021); with support from Anthony Taylor and Jason Heckl, marketing; Carl Cox keynote speaker recruitment; Speaker Selection Committee: Chinue Uecker, Tom Witty, Jim Stockmal, Tanai Charinsarn, Norma Watenpaugh, Bob Carlson; 2021 Regional Conferences: Nick Hadjinicolaou, Daniel Omara, David Booth, Jihad Mohammed
 - o Global Webinars: Alan Leeds
 - o REPs (Registered Education Providers): Leads - Eddy Abou Chakra, Jihad Mohammed

Member Engagement:

- Pillar Lead: Chinue Uecker
- Additional Support
 - o Chapter Leaders:
 - Atlanta: President: Lauret Howard with Chris Hankins, Joe Coberly
 - Australia: President: Nick Hadjinicolaou, with Mustafa Kadir, Maria Gabriela, Christian Nwankpa, Osmani Jurarez, Ivan Almaraz, Yamileth Ruiz
 - Boston: President - Jennifer von Briesen
 - Chicago: President – Owen McGovern, with Jeff Fahrenwald, Richard Faulkner, Stephanie Kusibab, Larry McManis, Diane Meister, Greg Morris, Elliot Rawls, Suzanna Strangmeier
 - National Capital Area: President – Jim Stockmal
 - Northern California: Leaders – Martina Doleshal, Ken Ketch, Joyce Reynolds-Sinclair, with Marcy Pleu Lunell, Angi Roberts, Dinesh Neelavar, Alan Leeds, Barbara Reiss
 - Uganda: Daniel Omara
 - o Communities of Practice Leaders and Support:
 - Nonprofit Center: lead - Lynne Brown, with support from Nevin Kammath
 - Government: leads - Marie Muscella and Linda Parker Gates, formerly Joe Coberly; with support from – Stan Rosen, Woody Stanley, Monica Allen, Kimberly Allen, Robin Champ, Camron Doss, Daniel Omara, Niemat Ahmadi and Chris De Francisci
 - Women in Strategy: lead – Dr. Chinue Uecker, with Jennifer von Briesen, Dr. Monica Allen and Hemali Vyas.
 - Small and Medium Businesses (newly formed): lead – Badreddin Alharithy with Jihad Mohammad
 - o United Kingdom/Ireland (start-up group): Lead – David Booth, with David Worsley, Jonathan Kers, and Hal Davidson
 - o Washington State (start-up group): Lead – Carl J. Cox

Certification:

- Certification Commission: lead - Sue Radwan, with support from Tom Carter, Jason Brewer, Jim McComb, Marie Muscella, Melissa Corrigan, Brian Lawson, Jihad Mohammad, Barbara Collins, Dania Eter, Debra McGuire, Stan Rosen, Joyce Sinclair

- Certification Marketing Committee (formerly Cert. Operations Committee): lead – Jim McComb, with support special support from Tom Cannon, Alan Leeds, April Goode, Jihad Mohammad. Also with Edward Alonzo, Mythili Kolluru, Sami Aldejwi, Peggy Troyer. Former Ops Comm Members: Operations Committee – Tom Cannon, Nancy Bolt, Barbara Collins, Greg Waldrip, Kelly Trilk

Foundational – Operational Excellence:

- Pillar Lead – Tom Carter
- Global Marketing Committee (GMC) Co-Chairs: Caitlin Akers and Anthony Taylor
 - o CAPS Committee (Corporate Members, Advertising, Partnerships & Sponsorships): lead David Greene, Owen McGovern
- Nominations & Goodman Award Committees: Ahmed Samy, Lynne Brown, Lee Crumbaugh, Dr. Chinue Uecker, Anil Nair, Dr. Monica Allen, Graham Mitchelmore, Jim Bente
- ASP Board of Directors (current and immediate former): Tom Carter, Sue Radwan, Jim Stockmal, Dr. Chinue Uecker, Chris Hankins, Mike Abrey-Bugg, Dr. Monica Allen, Jason Bloomfield, Fiona Carter, Eddie Abou Chakra, David Green, Pierre Hadaya, Chris Hafner, Jitu Marwaha, Jihad Mohammed, Daniel Omara, Suri Perinkulam, Francis Wega
- And a special thanks goes to our ever supportive Staff from Managing Matters: Lorianne Weston, Ejona Balashi, Claire Leahy, Martha Feenstra, Lorien McMahon, Jennie Benjamins & Tara Moran