The Strategic Edge

ASP's monthly update on strategy news, tools, resources and upcoming events

September 2017

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THE PRESIDENTIAL PERSPECTIVE

End of Summer Musings, BBQs and Reflections

I always felt that I had three “New Year’s” growing up. The obvious one on January 1st, a reflective one on my Summer birthday when I take stock of my life and the first day of school. Three new beginnings and opportunities. My strategy has stayed the same. Take full advantage of summer good weather and have lots of BBQs with friends and family. Celebrate the now and look forward to the coming year. I am no longer in school, so I live vicariously through my twin high school seniors. It is shaping up to be one action packed and full year for them… and for me!

One of the things I am looking forward to is learning new things. I was fascinated by the recent dialogue between John Hagel of Deloitte Research and Thomas Friedman on the “future of work” or is it the work of the future? Research shows that the jobs my twins will have in five years, after they graduate from college, may not have been invented yet. Or at least the nature of the work will look very different. Experts say that to keep up, one must be a life-long learner. ASP can help with that!

Join us on September 12th to hear Amy Zalmans discuss how we can use Strategic Narratives to Accelerate Organizational Change. Learn how you can shape behaviors, test assumptions, respect history, appreciate complexity, tell others who you are and where you are going. Enlist collective values, generate innovation, invite action, and catalyze transformative change through strategic narratives. I know I would like to learn new ways to tell the story of ASP’s strategy. If I can hit some of the S – T – R – A – T – E – G – I – C components, ASP will be in a better place.

On October 11th, learn from the Richard Goodman Award winner, Dr. Monica R. Allen, Director of Strategic Planning and Evaluation for Mecklenburg County, North Carolina, how one of the fastest growing areas of the US is keeping pace with the growth and dynamically planning for the future. You will learn how they aligned the county’s budget with their strategic goals, objectives, strategies and actions. Never a small feat in a political environment!

Over the coming months, we will be adding to our Global Webinars program so continue to visit our website as new offerings are posted. If you have a suggestion for a speaker or simply a topic that you would like to hear more about, email me at asppresident@strategyassociation.org and I will see what our Thought Leadership Committee can do. If you happen to be passing through the National Capital Area, check in with me as I might just have the BBQ on and a good book nearby. Happy learning!

Jim Stockmal
President, ASP

Just Announced - ASP’S 2018 ANNUAL CONFERENCE

Save the Date
Bridging the Strategic Execution Gap

Our 2018 Annual Conference co-chairs, Randall Rollinson of LBL Strategies and Chinue Uecker of ICMC are excited to welcome you to Rosemont, Chicago on May 9 – 11, 2018!

Across sectors of our disrupted economy, there is growing awareness that, as key leaders formulate strategy for their organizations, a gap in understanding, performance, and execution often occurs for those charged with implementing the initiatives flowing from the strategy. This gap invariably translates into unwanted costs, lost opportunities and the failure to execute.

Strategic planning and management practitioners, consultants and academicians share a strong interest in mitigating problems that arise when a well-planned strategy fails at execution. In fact, many other professionals share our identical interest (e.g. project management, talent development, quality, finance, strategic alliance, business architecture, risk, organizational design, marketing and communications, constituent/community engagement, philanthropy, etc.).

Specific objectives for the 2018 conference are to feature a cross-section of professional perspectives, learn from every person who attends the conference, and ultimately report out the insights captured.

We are also pleased to announce our two keynote speakers:

Ismael Roig  
Senior VP, Chief Strategy Officer  
Archer Daniels Midland Company

Dan Kotecki  
Assistant VP Operational Excellence  
Cancer Treatment Centers of America

Call for Presenters

Submissions open Tuesday, September 5. Click here for more information.

The 2018 Annual Conference program committee is seeking dynamic speakers for three or six hour pre-conference “Masterclass” workshops (Wednesday May 9, 2018) and 75 minute conference breakout sessions (Thursday May 10 and Friday May 11, 2018). The program committee is looking for speakers who bring critical thinking coupled with real-world experience and case studies that jump start stimulating and provocative conversation about the need for increased emphasis on strategy execution. The primary goal for the conference is to deliver practical information and real-world insights with the aim of improving individual and organizational performance.

Hotel & Venue

The official conference hotel is the Chicago Marriott O’Hare in Rosemont, Chicago.

See details and booking information here.

Stay Tuned

Stay tuned for information regarding registration, sponsorship opportunities and more!

Questions? Contact Dela at events@strategyassociation.org.

GLOBAL WEBINARS
Using Strategic Narratives to Accelerate Organizational Change

**Date:** September 12, 2017  **Time:** 1:00 - 2:00 PM ET

Presented by Amy Zalman, Founder of Strategic Narrative

Humans are notoriously averse to change. Yet increasingly, we work in organizations that must adapt and transform to meet the challenges of a complex environment. Grounded in insights from neuroscience and cognitive psychology, the strategic narrative framework fast-tracks organizational change by leveraging the principles of storytelling, the oldest and most natural way we communicate social reality and learn to behave. When we change our stories, we change our outcome.

Upcoming Global Webinar

**Global Webinars Presents Richard Goodman Award Winner Dr. Monica R. Allen**

**Date:** October 11, 2017  **Time:** 2:00 - 3:00 PM (ET)

**Speaker:** Dr. Monica R. Allen, Director of Strategic Planning & Evaluation for Meckelberg County

**FREE** for ASP Members!

[Click here](#) for more details.

If you would like to host a webinar, please reach out to jennie@strategyassociation.org, we would love to hear from you!

Missed a webinar? [Click here to view our recorded archives](#).

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**CHAPTER EVENTS & WEBINARS**

**Global Webinars Presents Using Strategic Narratives to Accelerate Organizational Change**

**Date:** September 12, 2017  **Time:** 1:00 - 2:00 PM (ET)

[Register >](#)

**ASP Chicago Presents Manage Strategic Performance by Using Meaningful Measures**

**Date:** September 12, 2017  **Time:** 5:30 - 7:30 PM (CT)
ARTICLES FROM MEMBERS

Strategic Alignment Eclipse - ASP, PMI, IIBA
By Alejandro Paredes Trapero, PhD, PMP, SPP, PMD Pro I

Recently the world witnessed a natural phenomenon in which the moon was aligned between the earth and the sun causing an event before the eyes of millions of people. In the past, a phenomenon like this, was explained as a product of the circumstances or that the gods were angry or simply that things happen because they happen. Science has helped to understand why these events occur without having to fear them but rather enjoy and know how the cosmos conforms. The important thing is the magic of the moment, when there is an alignment between celestial bodies in the universe.

Lowering to the earthly level, companies, businesses, institutions, projects and ideas also come together from time to time to produce eclipses of strategic alignment. The next eclipse of strategic alignment is being presented in these months, and an important element will be during September when the Project Management Institute (PMI) launches its sixth edition of the Project Management Body of Knowledge (PMBOK) which aligns its global standards of project management to real disruptive reality that requires an agile and strategic approach.

Click here to read more.

ANNOUNCEMENTS

ASP Nonprofit Center for Excellence First Mondays Series Presents DRIVER. PLEASE!
Date: October 2, 2017
Time: 4:00 - 5:00 PM (ET)

Register >

ASP LA Presents Future Proofing YOUR Workplace: Case Studies in Transformative Future Thinking
Date: October 10, 2017
Time: 1:00 - 2:00 PM (ET)

Register >

Global Webinars Presents Richard Goodman Award Winner - Dr. Monica R. Allen
Date: October 11, 2017
Time: 2:00 - 3:00 PM (ET)

Register >

Click here for additional information about upcoming events in your area!

The Nonprofit Center for Excellence is excited to welcome Morrie Warshawski as our guest presenter in October. Morrie is a consultant, facilitator and writer who has spent 30 years specializing in the nonprofit sector. His work includes the design and implementation of long range strategic planning and consulting on all aspects of nonprofit administration. Many more people know him as the moderator of Strategic Planning for Nonprofits, a large and active group on LinkedIn with a membership of 72,000.

Participation in First Mondays is free but registration is required to participate. We anticipate a large crowd for this discussion so we encourage you to reserve your seat quickly. Registrants will will receive an email with connection information on the day of the discussion.
Looking Ahead to November and December

In November and December, First Mondays will focus on facilitation skills - one session dedicated to the facilitation of the plan structure, and the other providing tips and insights on the effective facilitation of people engaged in the planning process. Our guest presenters will be Loren Tarentino and Sheridan Barker, both Global Partners with the Haines Center for Strategic Management. Stay tuned for details in next month’s Strategic Edge.

ASP Wants to Hear from You!

Want to get published in the Strategic Edge newsletter? If so, we would love to hear from you! ASP members are encouraged to submit strategy-related news, articles and content for publishing. If you have any content to share for our next issue, please email it to Jennie at jennie@strategyassociation.org. Next submission deadline is Monday, September 25.

Members At Work

It is always interesting to hear from members and their activities. Let us know what moves you are making, articles you are writing, and presentations you are giving in the area of strategy and strategic planning.

To send us an update for "Members at Work", please contact membership@strategyassociation.org.

CERTIFICATION CORNER

Have you submitted your Qualifying Certification Application and are preparing to take the exam in November? Here are a few key steps to help you prepare for the ASP Certification exam!

1. Review the list of competencies required to pass the ASP Certification exams.
2. Download and study ASP’s Body of Knowledge 2.0.
3. Consider attending ASP REP programs or purchasing their books and training materials to fill in learning needs. See the Qualified List of REPs webpage for details of webinars, workshops, books and materials, as well as certificate programs that can help with exam preparation.
4. Form a study group. We share some key steps on how to form a study group on our website here.

Did you miss the Qualifying Certification Application deadline and want to submit an application for Spring 2018? Mark your calendars with our upcoming dates!

Period 18-1: Exam Dates: May 5 through May 19, 2018

Qualifying Certification Application Deadline(s):
Friday, February 2, 2018 Applicants outside of the US and Canada
Friday, February 23, 2018 Applicants in US and Canada

Testing Center Application Deadline(s):
Friday, March 2, 2018 Candidates testing outside of the US or Canada
Friday, March 23, 2018 Candidates testing in US and Canada

MEMBERSHIP CORNER

Welcome to new members who joined in August 2017!

Atlanta Chapter

• Daren Pietsch, PaR Systems, Inc

Chicago Chapter

• Sara Laures, VGM Group

Los Angeles

• Maria Forbes, Root Inc
• Sheryl Ball

Members at Large

• Dora Rizzuto
Thank you for supporting the Association for Strategic Planning.

This email was sent to [email] from Association for Strategic Planning. If you wish to stop receiving email from us, you can simply remove yourself by visiting [unsubscribe_url] to choose which emails you wish to receive or not from ASP. You may also contact us via email.

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