The Strategic Edge

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

CONTENTS

The Presidential Perspective
2018 Annual Conference
Global Webinars
Chapter Events/Webinars
Articles from Members
Announcements
Certification Corner
Membership Corner

Click Here for more Information About ASP's Chapter Events and Webinars!

THE PRESIDENTIAL PERSPECTIVE

Rocky Mountain HIGH...lights

I just returned from the Rocky Mountain Strategy Summit organized by ASP’s Colorado chapter and hosted by Regis University. I gave a talk on Smart City strategy and architecture. I thought I would share a few highlights from the day. (it had nothing to do with the “420” celebration taking place downtown, I swear!)

Liz Ojeda from Denver’s Office of Economic Development kicked off the Summit and discussed the importance of public private partnerships in job training and putting people back to work. Denver is leveraging the U. S. Department of Labor H1B Ready to Work Grant and has shown an excellent return on the investment. One advantage the Denver region has as it competes to land good paying tech jobs is the regional pact signed by neighboring cities and counties. In essence, they don’t compete against each other. If Boulder lands a firm, Aurora will help them celebrate versus going after the same firm. In this way, the entire region benefits no matter who lands a new employer. An interesting strategy.

David Fischer from Ball Aerospace discussed how the industry has changed with new entrants. Strategy is on the forefront of winning new contracts. Ball Aerospace is launching a number of “CubeSats”, small satellites working in a constellation in low orbit that takes photos of every place on earth every day. The trove of data will be analyzed by scientists in many ways.

George Tyler of 3rd Eagle discussed the importance of considering strategic alliances and partnerships when developing and executing strategy. He offered some best practices promoted by the Association of Strategic Alliance Professionals (ASAP) with whom ASP has an alliance. One increasing practice by organizations such as Cisco is to form a joint venture to “test drive” a firm and if it works out according to plan, Cisco buys the firm, growing its internal capabilities. A key question to ask in such partnerships or alliances is: What are your conditions for success five years out? Then holding the partners/alliances accountable to the agreements.

Jay Tamsett of United Launch Alliance was a good example of the type of alliance George talked about. He emphasized the “courage to slow down” when beginning an alliance and developing a joint strategy in his talk entitled, “Good Strategy/Bad Strategy”. He provided his strategy pyramid to emphasize the importance of completing the base of the pyramid with measures of performance/effectiveness as part of action planning after vision, goals, and objectives have been crystallized. He also emphasized the need for coherent action during any transition and the importance of flushing out gaps and friction points. This was required for ULA given the new competition from SpaceX and Blue Origin.

Ruben Martinez, co-founder of GlampingHub.com, gave an emotional presentation, entitled, “Playing Chess on a Roller Coaster”. He focused on what a start up founder goes through and how to get through the dark space that is a natural occurrence during the initial lifecycle of a start-up. “Glamping” was coined in the United Kingdom in 2005 and refers to glamour camping. Folks who want to be out in nature, but don’t want to sleep on the ground. Ruben talked about the importance of establishing the culture from the get go, as well as, how to keep the culture while growing and expanding. This has been a key aspect of GlampingHub.com to win customers for life every day. Ruben also talked about the need to pivot as you encounter market realities. Initially GlampingHub.com was targeting expensive African safaris, then quickly pivoted to the UK market which they found already saturated by competition. Finally, they focused on the US market and now have some 30000 listings of tree houses, yurts, house boats, and other unconventional camping units available.

ASP’s Vice President, Denise McNerney, shared preliminary findings of the latest survey of non-profit best practices in strategy development and execution (the survey was just closed off at the end of March). The data is still being analyzed by our research partners from the University of Arkansas and Regis University. More information to come.

Not yet an ASP member?

Join Now!

Connect with ASP

Missed an issue of the Strategic Edge? Click here to view the Strategic Edge archives.

https://www.strategyassociation.org/admin/email/bulk_email_body.asp?id=3341487
Dave Norton, PhD and founder of Steel Mantel and Digital Collaboratives closed the event with an interesting discussion on where retail is going using artificial intelligence (AI). Building off Clay Christiansen’s newest thinking on strategy, where it is positioned that customers buy things because they perform a job for them, he focused on anticipating customers’ needs – “…this is where the ‘war’ will be played out”. He also discussed the notion of people acting in a “mode”. For example, relaxing, competing, giving, learning, organizing, etc. He argues that digital enables us to operate in many modes and that changes the way one does customer journey mapping. People operate non-linearly and mode-based journey mapping is a new emerging practice. Artificial intelligence will enhance our ability to do multi-modal tasking. His talk gave all of us a lot of thinking to do about AI and the future.

Dennis Kater, ASP Colorado President and his team did a great job of getting these speakers and collaborating with PMI, SCIP, and ASAP. I believe the Rocky Mountain Strategy Summit is a great model for other ASP chapters to organize their own summits. It exposes ASP to a wider audience of those in strategy and strategic management across a wider field of industries. It brings together folks with different perspectives and challenges our thinking.

A sincere thanks to Regis University for the use of your wonderful space.

I look forward to more ASP regional summits!

Jim Stockmal
President, ASP

ASP’S 2018 ANNUAL CONFERENCE

2018 ASP ANNUAL CONFERENCE
BRIDGING THE STRATEGY EXECUTION GAP
ROSEMONT, CHICAGO
PRE CONFERENCE MAY 9
CONFERENCE MAY 10-11

ONLY ONE WEEK TO GO! Don’t Miss out – Register TODAY!

REGISTER

With attendees from all across the world coming to the 2018 ASP Annual Conference, you won’t want to miss out on the opportunity to meet, network and learn from our fantastic speakers and fellow attendees.

AGENDA
**10 Activities to Do in Chicago**

1. Attend the 2018 ASP Annual Conference!
2. Try Chicago-style *pizza*, *hot dogs* and *popcorn*.
3. Catch a Cubs game at *Wrigley Field*.
   - May 6-9 vs. Marlins
   - May 11-13 vs. White Sox
4. Visit the *Bean* at Millennium Park.
5. Experience the Ledge - *1,353 ft. up* on the Skydeck at Willis Tower.
6. Take a picture with the *Michael Jordan statue* at the United Center.
7. Watch a show at *Second City*.
8. Take a *River Tour* and admire the amazing architecture.
9. See fireworks and the *196 ft. Ferris Wheel* at Navy Pier.
10. Take a shopping trip on the *Magnificent Mile*.

[REGISTER]

---

**Why Should You Attend the 2018 ASP Annual Conference?**

Click here to find out!

---

**More Information:**

[AGENDA] [REGISTER] [HOTEL]

---

**Connect With Us!**

Be Sure to Use the Conference Hashtag!

#ASPConf2018

---

For more information contact:

Stefanie Pavarin-Tome at

[events@strategyassociation.org](mailto:events@strategyassociation.org)

or 1-844-345-2828 x240

---

Thank You to Our Sponsors
GLOBAL WEBINARS

Get Big Things Done: The Power of Connectional Intelligence

Date: May 2, 2018  Time: 1:00 - 2:00 PM (EDT)
FREE for ASP Members!
Presented by Erica Dhawan, CEO of Cotential

This dynamic, engaging, high-energy, fast-paced webinar will help participants understand the practice of using connectional intelligence as the key to professional success and leadership in strategic planning. Attendees will learn new insights and tools to accelerate the connected power of teams, become more agile and innovative, and drive breakthrough ideas and outcomes.

Register >

Upcoming Global Webinar

Global Webinars Present: The Dirty Dozen Emerging Technologies

Date: June 12, 2018  Time: 1:00 - 2:00 PM (EDT)
Speaker: Kevin Coleman, Senior Strategist, Speaker and Author
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.

CHAPTER EVENTS & WEBINARS

Global Webinars Presents: Get Big Things Done: The Power of Connectional Intelligence

Date: May 2, 2018  Time: 1:00 - 2:00 PM (EDT)

Register >

Nonprofit Center Presents: What’s Trending? #Nonprofits: Implications for Strategy

Date: May 7, 2018  Time: 4:30 - 5:00 PM (EDT)

Register >

ASP Annual Conference

Date: May 9, 2018 (Pre Conference)  May 10 - 11, 2018 (Conference)

Register >

ASP NCA Chapter Presents: Making a Strategic Plan an Effective Strategy
ARTICLES FROM MEMBERS

The Rocky Mountain Strategy Summit 2018
By Dennis Kater, President, ASP Colorado

On a snowy Saturday in April, over 50 attendees and speakers from over 35 companies, nonprofit organizations, and academia gathered at Regis University in Denver to attend the inaugural ASP Colorado Rocky Mountain Strategy Summit!

The theme of the event was “The Art of Strategy: Planning and Executing Strategy in the 21st Century”. Speakers covered topics ranging from “Smart Cities” by ASP President, Jim Stockmal, to “How Intelligence Informs Strategy” by Dave Fischer, Ball Aerospace and a member of the Strategic and Competitive Intelligence Professionals (SCIP); “Strategic Alliances”, from George Tyler from 3rd Eagle and the Association of Strategic Alliance Professionals (ASAP); “Strategy Development and Strategic Planning” by Jay Tamsett, United Launch Alliance; an emotional presentation on “Startup Strategy” from Rubin Martinez, CEO and Founder of GlampingHub.com; and an engaging discussion on “Artificial Intelligence in Customer and Patient Engagement” by Dr. Dave Norton of Stone Mantel. Ms. Denise McNerney, Vice President of ASP and Chair of the Nonprofit Community of Practice, provided yet-to-be-released results from the recently completed Nonprofit Strategy Study, which was conducted in collaboration with Regis University and the University of Arkansas.

The event was opened by Ms. Elizabeth Ojeda from the Denver Office of Economic Development, suggesting the need for continued collaboration between corporations, government, nonprofits, and academia to solve the problems of the future!

Click here to read more.

ANNOUNCEMENTS

ASP Nonprofit Center for Excellence First Mondays Series
Date & Time: June 4, 2018, 4:00-5:00 PM (EDT)
Discussion Topic: Research Findings on Strategic Planning Practices & Organizational Success

How nonprofit organizations prepare for and conduct planning, and the implementation practices they follow, have direct bearing on the success of their organizations. That is the bottom line conclusion from the large-scale research survey recently completed by ASP’s Nonprofit Center for Excellence and its academic partners, Regis University and University of Arkansas. The 2018 survey is a follow up to landmark research conducted in 2012, the first national study on nonprofit planning practices, sponsored by ASP and the University of Arkansas.

The 2018 survey was framed to answer some key questions about strategic planning in the nonprofit sector:

- Determine if size (budget) of the organization matters when looking at specific practices.
- Identify practices that NPOs describe as “successful/very successful”.
- Identify significant data that determines if “strategic planning really matters”.
- Identify consultant practices working with NPOs.

In June the First Mondays discussion will dive into the initial results of this in-depth research and include open discussion about what the insights gained from the research results could, or should mean for how nonprofit strategists tackle strategic planning for their organizations. Among the topics we’ll dig into during this session:

- Top practices successful NPOs follow to prepare for planning.
- Connection between strategic plan implementation tracking and oversight and organizational success, including practices/processes for oversight.
- High level “take-aways” from the 2012 research compared to the initial 2018 findings.

The data gathered through the survey is complex and comprehensive and ASP’s academic partners will be continuing their analysis of the information throughout the summer. Participants in the session will be invited to sign up to receive the full survey report when it is complete.

The discussion will be guided by Denise McNerney, CEO of iBossWell, Inc., who led the research effort for ASP and is chair of the Nonprofit Center for Excellence.

Participation in First Mondays is free, but registration is required to participate. Because this is a shared event, we anticipate a large crowd and encourage you to reserve your seat quickly. Registrants will receive an email with connection information on the day of the discussion. Registrants will also receive a link to the recording of the presentation by mid-June.

Member Spotlight: Let Us Profile You!
We want to let ASP members know who you are! To be featured in our member spotlight in a future issue and on the ASP website, just answer any three questions from the following list, provide a photo of yourself (head shot), and be sure to include your name, title and organization.

- What is your biggest achievement to date – personal or professional?
- What are your biggest professional challenges?
- What do you value most about ASP?
- What are you proudest of?
- How can other ASP members help you?
- How can you help other ASP members?
- What book would you recommend for other ASP members to read?
- What do you like most about your current role?
- What are your career aspirations?
- What are three words that describe you?
- What do you do?
- If you are not at work, you are...

Please email your answers, photo and information to membership@strategyassociation.org.

Membership Auto-renewals Available!

ASP Members! We are pleased to announce the launch of our auto-renewal option for our individual membership type. Members who have an upcoming renewal (90 days in advance of their expiry date) may sign up to be auto-renewed in the future. Members must opt-in to auto-renew their membership and are able to cancel their subscription through their member profile or by contacting our Marketing and Membership Coordinator, Jennie Benjamins, at associationforstrategicplanning@strategyassociation.org.

Grow with the Community Practice for Government

The Community of Practice for Government is looking for a few good government strategy folks to join our networking dinner on Thursday, May 11. We'll gather in the lobby of the hotel and head out for good food and a rousing discussion of how we can use strategic vision to improve government at all levels: national, regional, and local. This is a new Community of Practice, and we're looking for folks responsible for forming or implementing government vision. If you are involved in government at any level, please join us. If you are not at the conference, or not able to join us for dinner, but you are interested in the Government Community of Practice, please feel free to reach out (https://www.strategyassociation.org/group/Government).

CERTIFICATION CORNER

Are you Certifiable? A Kick-Off for Certification Study

This full day pre conference course offers exposure to key strategy concepts that candidates for ASP certification in either SPP or SMP would need to understand to be successful. The course surveys key concepts in the four domains of our certification program: Lead, Think, Plan and Act. In each domain, a successful candidate answers multiple choice questions involving three strategy elements: content, process and context. This course is designed to be a kick-off for your study plan. This course will help you assess how much and what kind of study you would need to do to be successful on an ASP certification exam. We will also help you develop a study plan for success.

2018 ASP PRE CONFERENCE: WEDNESDAY, MAY 9, 2018

9:00 AM - 4:30 PM
$300 (breaks and lunch included)

MEMBERSHIP CORNER

Welcome to new members who joined in April 2018!

Arizona Chapter
- Chris Mazzarella, Raytheon

Atlanta Chapter
- Quindolyn Bradley

Boston Chapter
• Paul O’Connor, The Adept Group Limited, Inc.

Chicago Chapter
• Terry Berkbuegler, Confluence
• Sarah Kelly
• Shruti Sharma
• Beth Yoke, Young Adult Library Services Association

Colorado Chapter
• Abby Freeman Contino, Sierra Nevada Corporation

Members at Large
• Khaled Bafakieh
• Kathy Chappel, Eaton
• Jaime Nolan, IntrinXec Management Inc.
• Mohammed Alqahtani, MEMF Automation Systems Co.
• Michelle Chin, Department of General Services

National Capital Area Chapter
• Rachel Devaux-Jeffries, American College of Cardiology
• Christine Chance, American College of Cardiology

Northern California Chapter
• Ryan Whitman - Morales, TEKsystems
• Renee Scudder