The Strategic Edge

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

August 2018

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

THE PRESIDENTIAL PERSPECTIVE

Summer Sizzles and Sizzles: What is Your Strategy for Beating the Heat?

Whew! Baby it is hot out there! Wild fires in Yosemite. In Greece. The closing of the Philmont Scout Ranch in Cimarron, NM. Sweltering London. No one is getting any relief! Typically, a trip to northern England and Scotland in July would promise a “freshening wind” off one of the seas but I am not holding my breath as I embark on our family summer vacation. The forecast for Edinburgh is 3 degrees above normal. For London it is 5.

Two years ago, while on a Scout trip to Switzerland during August I began planning a trip to walk Hadrian’s Wall with our Scout Troop. It was going to be my Eagle Scout twins’ final Scout journey as they would soon age out. Twenty-seven Scouts and adults will spend eight days walking from Bowness-on-Solway along the Irish Sea to the Wallsend, just footsteps away from the North Sea. There will be much history to soak in and memories to keep for a long while. We will say our goodbyes to the Troop where my Eagle Scout twins have thrived, matured, and grown into fine young men. Then as a last “family” trip we will spend three days in Edinburgh before the twins head separate ways to University. Like the leader TV’s “A-Team” used to say, “…I love it when a plan comes together.”

Like many plans, there was much re-planning and adjusting, adding and subtracting, and little adjustments along the way. Good strategic lessons learned.

For those – looking to stay cool. A good way to beat the heat is reading. This summer I am recommending two books. One for strategists and those chartered with executing the strategy. The other for everybody. Measure What Matters, by John Doerr provides a great history and practical advice on the use of OKRs. That is, “objectives and key results” first pioneered by Andy Grove of Intel back in the 1970s. It was Doerr who introduced OKRs to Larry Page and Sergey Brin of Google. The specificity of the examples really illuminates how OKRs should work in any organization.

Factfulness, by Hans Rosling is truly fascinating. As I like to refer to myself as a “recovering geographer”, the visual displays of statistical details using maps and the interactive website Gapminder bowled me over. Hans Rosling has been on a mission for the last four decades to cure “ignorance” about what we know about the world. Together with his son Ola and his daughter-in-law Anna Rosling Rönnlund, they dispel many myths and correct many misgivings about, about almost everything. From vaccinations to population growth to infant mortality to education to temperature change, Rosling lays out the data in compelling ways. He recounts how even the best and brightest minds of today get most of the answers incorrect as he goes around the world giving TED Talks and meeting with doctors, lawyers, scientists, and politicians. One of the things I really like about the book is the thinking tools they offer to help us see clarity and fact, and truth. He offers ten instincts that get in the way of seeing fact. Truly a skill anyone trying to set strategy should be interested nurturing. I can’t wait to finish the tome, but I do relish looking at the data slowly. Checkout the interactive tools on their foundations website as another way of beating the heat this summer.

Happy reading. Happy chilling.

Jim Stockmal
President, ASP

ASP’S 2019 ANNUAL CONFERENCE

https://www.strategyassociation.org/admin/email/bulk_email_body.asp?id=3445517
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Are You Ready to Collaborate? Building Collaborative Capability Inside and Out

**Date:** August 15, 2018  **Time:** 1:00 - 2:00 PM ET  
Presented by Norma Watenpaugh, CEO and Founding Principal, Phoenix Consulting Group

Half of all CEOs expect to engage in a new alliance in the coming year to fuel innovation and drive growth. If your core strategy depends upon alliances and business relationships to succeed, do you have the core competency and collaborative capability to deliver? This webinar will examine the impact of collaborative capability as a core competency and strategic advantage for the modern business operating in a complex ecosystem of business relationships.

We will introduce a new Collaborative Maturity Assessment tool that has been created in compliance with ISO-44001 Collaborative Business Relationship Management Standard and the best practices of the Association of Strategic Alliance Professionals. It could be the tool you are looking for to determine your readiness in your organizational strategy, operations, collaborative competency, culture, and leadership. The assessment will be made available at no charge to attendees when they register.

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

Second Chance to Rock Your Business Model Design with ASP NorCal and Business Models Inc.

**Date:** August 8, 2018  
**Time:** 11:00 AM - 12:30 PM (PT)

ASP Global Webinars Presents: Are You Ready to Collaborate? Building Collaborative Capability Inside and Out

**Date:** August 15, 2018  
**Time:** 1:00 - 2:00 PM (ET)
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Headquarters Office: 411 Richmond Street East, Suite 200, Toronto, ON, Canada M5A 3S5

ASP Presents: Welcome Webinar for New ASP Members

Date: September 19, 2018
Time: 11:00 AM - 12:00 PM (ET)

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

CERTIFICATION CORNER

Testing Center Application Deadline Approaching!

Deadlines are fast approaching with testing center applications due this month.

Testing Center Application Deadline(s):
- Friday, August 3, 2018 - Candidates testing outside of the US or Canada
- Friday, August 24, 2018 - Candidates testing in US and Canada

Once you have completed your application, please e-mail it to certification@strategyassociation.org.

Order our New Certification Terminology & Key Concepts Flashcards Today!

MEMBERSHIP CORNER

Welcome to new members who joined in July 2018!

Arizona Chapter
- Caitlin Akers, Food Services of America

Chicago Chapter
- Megan Mozina, Illinois Institute of Technology

Members at Large Chapter
- Brenda Engele, Federated Co-operatives Limited
- Tony Millns
- Lynnette Weming, Blue Water Communications
- Jordan Westra

National Capital Area Chapter
- Michael Cline, National Geospatial-Intelligence Agency