

SET THE STAGE

2

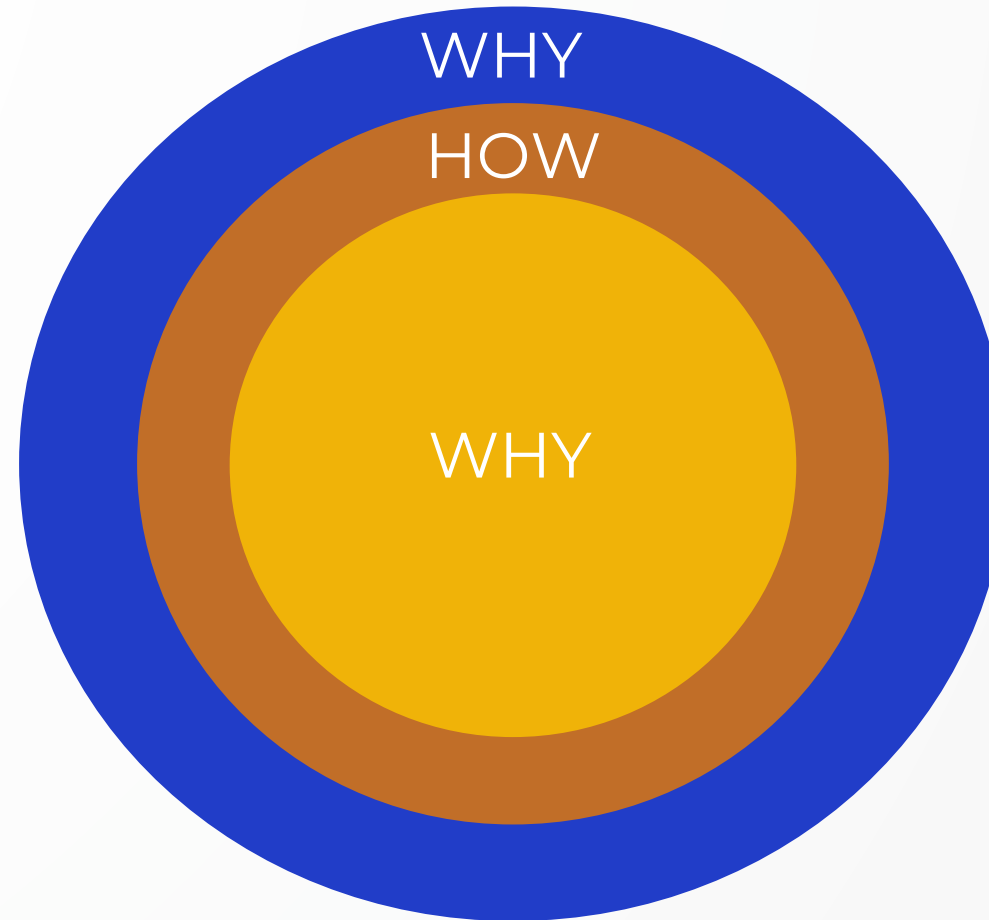
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HOPE LIVES HERE™


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The Power of WHY:

https://www.youtube.com/watch?v=u4ZoJKF_VuA





Strategic

Strategic

“strategos”

*military general, fitted
for command*

- You think on your feet
- You are ready to meet any challenge
- You keep your mind focused on the ultimate objective
- You clearly communicate the ultimate objective to others



GOAL



REALITY



OPTIONS



WAY
FORWARD



GOAL

- What does winning look like?
- Where are we going?
- Why are we going?
- What inspires others to commit and follow



REALITY

- Where are we now?
- What do we love? What do we want to list?
- What makes us unique? (What is our UVP?)
- What does our SWOT reveal?



OPPORTUNITIES

- In light of our goal, what are our non-negotiable expectations and unacceptable?
- What do we need to stop, start, continue?
- What does our SWOT reveal?



WAY FORWARD

- What are 2-3 focus areas that will most effectively close the gap between the Goal and Reality
- What are the specific 'who, what, when, where' details needed to execute the focus areas?
- Is our WAY FORWARD SMART?
- What are key opportunities to integrate our non-negotiables into everything we do on a daily basis?

Top 10 Opportunities

01

To maintain a standard of excellence

02

As a focal point

03

To begin every meeting

04

To lead change

05

In all communication

06

To reward and recognize

07

To inspire/motivate in difficult times

08

To guide decision making

09

To hold people accountability

10

To focus every sweaty conversation

Field Exercises

Stage 2: Set the Stage

Field Work

Below are suggested ways to put your learning into action:

1. Read:

- Chapter: "Relevance", *Unforgettable Leadership* by Sherry Yellin, PhD
- *The Power of Why* by Simon Sinek or watch the full TED talk at: https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action
- *The Success Principles: How to Get from Where You Are to Where You Want to Be* by Jack Canfield
- *The Big Leap* by Gay Hendricks

2. Lead your team (or spend strategic thinking time) defining your vision.

3. Lead your team (or spend strategic thinking time) creating a list of non-negotiable.

4. Identify three values (or behaviors) that are important to you. How do you communicate these values (or behaviors) to your team? Observe the impact.

5. Identify what you as a leader need to start, stop, and continue to reinforce the non-negotiables?

6. Ask people in your life to share with you ways they see you limiting yourself.
