

*me-we-Us-THEM*™

*EPLS* Linked-Domain Model™

*'Art of Strategy'*



*Effective  
Strategic  
Planning*

*The Art of  
Strategy answers  
the four questions:*

*Why do we exist?*

*Where are we now?*

*Where are we Going?*

*How are we going to  
get there?*

**Course Purpose:** *Strategically moving from Now to New!*

Strategic planning answers 4 questions:

1. Why do we exist?
2. Where are we NOW?
3. Where are we going?
4. How are we going to get there?

Understanding and acting on Revan's law  $L \geq C$

Acting on the Sigmoid Curve

Creating the NEW before the crisis

Analyzing our Strengths and staffing our Weaknesses

PEST, SWOT and Action plans

Understanding the Strategic Planning Paradox

Implementing the plan – taking Action!

**Course Design:** Two-Day participative seminar, adult learning format

**Course Focus:** *Guiding organizations through the Strategic Planning Process*

Preparing for Strategic Planning

Laying the Foundation

Identifying our Purpose

Bringing clarity to our Vision

Determining how we will accomplish our Mission

Values Clarification

Setting Goals

Building the team with the right members

Implementing the plan – it's all about ACTION!

## Course Takeaways: *Effective Strategic Planning*

### AOS Learning Objectives and Outcomes:

Mastery of the **EPLS** 4 Linked–Domain Strategy model

Understanding **WHY** Strategy is crucial to success

Understanding **WHY a problem exists** is essential to the solution

Applying the **4 Strategic Planning Questions**

**The Sigmoid Curve** – All good (and bad) things come to an end

Conducting **SWOT** and **PEST** sessions

Creating the **Elevating GOAL** with action plans and next steps

Conducting **Goal Setting and Reaching** exercises

Evaluating the **5 steps of Organizational Purpose**

Defining the **Purpose exercise**: Why we exist?

**Vision exercise**: What do we want to become or accomplish?

**Mission exercise**: How will we accomplish our Purpose and Vision?

Defining the **Values** of the organization: What are our standards?

Understanding and applying the **Strategic Planning Model**

Moving from **Strategic Thinking and Planning** to **Implementation/Action!**

Clearly identifying our **Business, Strategic focus** and **Competitive edge**.

Inspiration and motivation to understand the “Big Picture” of the organization

## Course Content:      **The Art of Strategy (AOS)**

The **Art of Strategy** (AOS) is an individualized, participative, engaging, interactive two-day learning experience designed to guide members of the leadership team through change. The AOS provides the opportunity to practice using the tools, models, and insights gained from the SWOT, PEST, and online organizational analysis to move an organization from what is NOW to create something NEW. Additionally, several case studies are presented. The course is designed to facilitate remembering, applying and analyzing the Four Decisions of Attitude, the Four Actions of Trust, the Four Questions and the Four Disciplines as they apply to creating positive culture within the organization.

The material contained in the AOS is based on 50 years of exhaustive research in the field of developing human potential. The Woods Consulting Firm has found that all successful men and women utilize four domains to unlock their potential and the potential within their organizations. From success on the athletic field to success in the organizational world, these four domains are the same; **E P L S: Ethos, Pathos, Logos, and Sophos**. The epistemological roots of this model date back to the Greek philosopher Aristotle 384-322 BC who learned it from Plato 427 – 347 BC and taught it to Alexander the Great 356–323 BC.

The **E P L S** ‘Linked–Domain Leadership Model’ guides leaders on their journey from self-leadership (the most difficult) to leadership of others; this is the journey from success to significance. The AOS teaches eight tools within the **Logos** domain:

1. The first domain is **Ethos (me)** your Character– Mastering Attitude, Values and Actions. Evaluating our Habits and creating our Ethics. Mastering Self first every day.

***This is personal success found in the Intrapersonal domain.***

2. The second domain is **Pathos (we)** your Connections – Mastering influence, effectively and efficiently communicating Expectations. Valuing to other people.

***This is people success found in the Interpersonal domain.***

3. The third domain is **Logos (Us)** your Competence– This is the leader’s responsibility for creating the environment to produce organizational results. This domain involves: Critical Thinking, Creative Problem Solving, Emotional and Social Intelligence. Everyday learn something new!

***This is professional success found in the KSA Impact domain.***

4. The fourth domain is **Sophos (THEM)** your Commitment to Change and Intentional Growth This higher order thinking domain requires: analyzing, evaluating, and creating change. This iterative domain promotes personal and organizational growth and improvement through learning and mentoring. It is having the discipline and courage to do what doesn't come easy! It is moving your comfort zone, raising your expectations and facing the fear of failure

***-to lead through change.***

***This is progressive success found in the Iterative Learning domain.***

# The Art of Strategy (AOS)

## Agenda

### Day 1

08:00 a.m. – 11:15 a.m.

The essence of Strategy

The essential differences between analyzing and implementing

The strategic planning paradox

The Sigmoid Curve

#### **Tool # 1      Preparation – answering the four questions**

Why do we exist?

Where are we now?

Where are we going?

How are we going to get there?

11:15 a.m. – 12:15 p.m.

Lunch

12:15 p.m. – 4:30p.m

#### **Tool #2      Identifying Obstacles**

The Problem

Life Cycles

Sigmoid Curve

Entropy

PEST SWOT

The problem-solving process

#### **Tool #3      Setting the Course**

Goal Setting and Reaching

Goal Planner

## Day 2

08:00 a.m. – 11:15 a.m.

### **Tool #4      What is needed to accomplish our strategic goals?**

Building the foundation

Identifying resources

### **Tool #5      What do we REALLY want to accomplish**

Key Objectives

Initiatives

Responsibilities

This is not “changes around the edges” but heart changes

### **Tool #6      Decide what the Road Ahead will look like**

Making a decision

Creating the plan

Troubleshooting problems and solutions

11:15 a.m. -12:15 p.m.

Lunch

12:15 p.m. – 4:30 p.m.

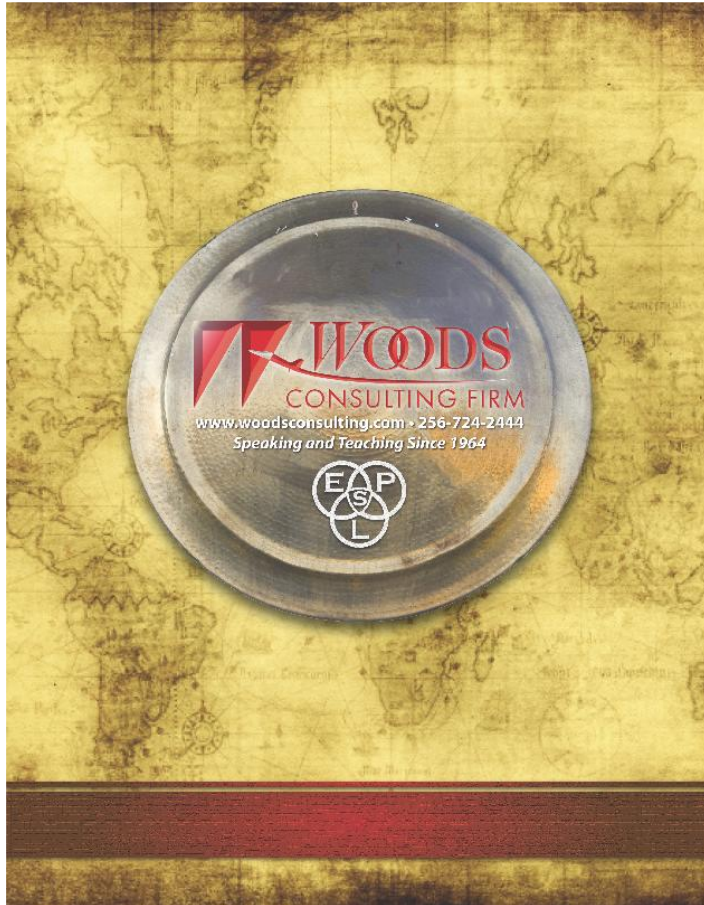
### **Tool # 7      Implementation**

In order to successfully Implement the Strategic Plan, values must be adhered to and behaviors created that produce the desired results throughout the organizational culture. A Performance Management System is created to provide the key measures and indicators for successfully implementing the plan.

### **Tool # 8      Do it!**

Action Plans – Steps forward





*Action is eloquence. ~William Shakespeare*