

2021 Planning with Leverage to Lead

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with

Culture Makers

January 20, 2021

Who's in the Room?

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- Name/Pronouns
- What would you like to leave with today?

Goals



1. We will explore our **identities** to understand our strengths.
2. We will examine our **narratives** to moves us beyond titles and into the work that we do.
3. We will discuss how to build a **strategy** to expand your capacity to do the work you want to do.

Working Agreements

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1. Confidentiality and consent
2. "Yes, and..."
3. Make this useful for you
4. Move through discomfort
5. Not everything will be resolved

Defining Identity

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1. Who you are.
2. The way you **think about yourself**.
3. The way you are **viewed by the world**.
4. Characteristics that define you as **unique** and as a **member** of different groups.

Identity is activated situationally.

Social Identity



A characteristic that matters in a group because it is attached to commonly-held preconceptions and enduring beliefs about who we are.

Because of these beliefs, **social identities**—especially those that are unexamined—have consequential impact on our experiences, relationships and self-concept.

Your Identity Story

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Race
Sexual orientation
Gender
Relationship status
Political affiliation

Physical ability
Religious affiliation
Level of education
Country of origin
Parenthood Status

Socio-economic status
Ethnicity
Body Size

- Choose 3 identity markers that are salient for you **personally**.
- Choose 3 identity markers that are salient for you **professionally**.
- Craft a **short story of your identity** incorporating personal and/or professional aspects as it makes sense to you.

Your Strengths and Values

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Our strengths and skills are developed based on what we value.

- How do your personal and professional identities combine to build your strengths and values?
- Think about your top five strengths.
- Circle the two strengths that most resonate with you.

Your Strengths and Values



Who

Two People

What

Listen to your partner. Allow them to be seen and heard **without response**. Silence is fine.

How

Partner A shares for 7 minutes. Partner B shares for 7 minutes.

What to Share

1. Tell your partner your three strengths & why you value each strength.
2. Have your partner pick one of the three you named and mirror back to you why they are impressed with that strength.
3. Switch

Your Employer



- In relation to your **strengths and expertise**, what results does your ideal client most expect from you?
- In relation to your **strengths and expertise**, what are their three biggest challenges in hiring someone like you?

Your Results

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- List **three tangible or measurable end results** your service delivers to your employer?
- List **three “soft” or intangible end results** your service delivers to your employer?

What You Do



Using the descriptions of your ideal employer/client and the end results you deliver, create a narrative using this formula:

I help _____ **who are** _____
(Ideal Client) (Challenge they face)

get _____.
(End Result)

What You Do

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Practice your pitch

Break



We will take a 5 minute break.

What You Do

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How are you going to do more of this in 2021?

How You Do It



- Strategy
- Goals
- Objectives
- Team
- Tactics

Your Brain and Your Strategy

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Data Collection

VS

Thinking and Problem Solving

Your Strategy



Goals - The big idea

- A goal is a desired result you want to achieve
- Goals can be broad and long-term
- Help to bring clarity to your decision making
- Align with your values

Your Strategy

Objectives - Measuring success

- Defines the specific action you will take
- Helps you to measure your success
- How you define your objectives can be influenced by your strategy and/or the strategy of your department or firm
- May change or need to be refined

Your Strategy



Team - Collaboration, insight, information

- Who will help you achieve your goals
- Your team can consist of mentors, sponsors, managers, colleagues, and direct reports
- Your team members need clarity, you have to communicate what you want
- Who not how

Your Strategy



Tactics - Specific actions

- The actual means to achieve an objective
- More concrete and oriented toward smaller steps
- Your team may be part of a tactic
- Clear purpose to aid in your goal
- Finite timeline for activities to be completed and measured

Your Strategy

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Questions?

Your Time



***“Your time is not the most valuable thing
you have to offer.”***
-Jennifer McClanahan Flint

Your Time



Create Attentional Space

Decide how you plan to use your time this year:

- Vacations
- Professional Development
- Building Community
- Programs to offer
- Caring for you - in case of emergency

Your Time



Create Attentional Space

Decide how you plan to use your time on a weekly basis:

- Schedule Your Work Week
- Leave time in case of emergency
- Plan to just talk to people

Your Time

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Daily Focus

What We Covered

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Revisit your original intention

- How did this learning experience feel?
- Did you get what you came for?
- If not, how will you get it?
- What are you taking with you?
- What is your next step?

Reflections



Aha moments

Acknowledgements

Gratitude