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Growing Into a Strategic Role Within Your Company

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NSPE™ NATIONAL SOCIETY OF
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Learning Objectives

- Define the meaning of thinking and working strategically
- Learn communication steps to effectively share and execute ideas and strategic initiatives
- Develop a strategic plan for career development
- Identify and implement strategic drivers

Growing into a strategic role...Making it happen.



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Why do I need to think and act strategically?



What are the benefits?

- ✓ More recognition
- ✓ Career advancement
- ✓ Reach my potential / goals
- ✓ More fulfilled career / life
- ✓ What else?

5 Tactics for Growing into a Strategic Role Within Your Firm:

- 1) Understand the Big Picture
- 2) Realize How You Can Add Value
- 3) Create a Plan for Success
- 4) Communicate at a Strategic Level
- 5) Act as a Strategic Driver

1. Understand the Big Picture

**“Skate to where
the puck is going to
be, not where it
has been.”**

- *Wayne Gretzky*



Strategic: relating to a general plan that is created to achieve a goal ...usually over a long period of time.

Plan

Without a plan, how will you know where to go / what to do?



Goal

Set goals so that you know what you're aiming for.

Time

Look ahead and think long-term / what is needed for future success?



Self-Confident

Sure of decision-making capabilities

Strategic

Future-Based

Anticipating opportunities

Sees Big Picture

Puts needs of others ahead of self

Curious

Takes an interest in co./industry

Works With Urgency

Operates smart with most potential

Acts as a Compass

Understands where to take the firm

Flexible

Able to adjust based on circumstances

Full of Doubt

Hesitant to make solo decisions

Reactive

No initiative

Selfish/Near-Sighted

Only sees what is important to self

Isolated

May work without input from others

Unable to Prioritize

May treat all tasks equally

No Sense of Direction

Doesn't know where to go next

Inflexible

Unwilling to change mid-stream



**NOT
Strategic**

Example of Operating Strategically

Research trends, growth areas for firm and present ideas for offering new services, breaking into new markets, strategic hires, partnerships or other initiatives that will move the firm toward meeting it's goals.

My Experience: New Project Type
(Military Housing)

What options are available to you for taking on a new initiative?

Traits of a Strategic Thinker

Life-Long Learner

Proactively seeks knowledge and skills and willing to teach others.

Creative

Not afraid of new methods– encourages new ideas and original thoughts.

Collaborative

Engages well with others to share ideas and seek solutions together.

Risk-Taker

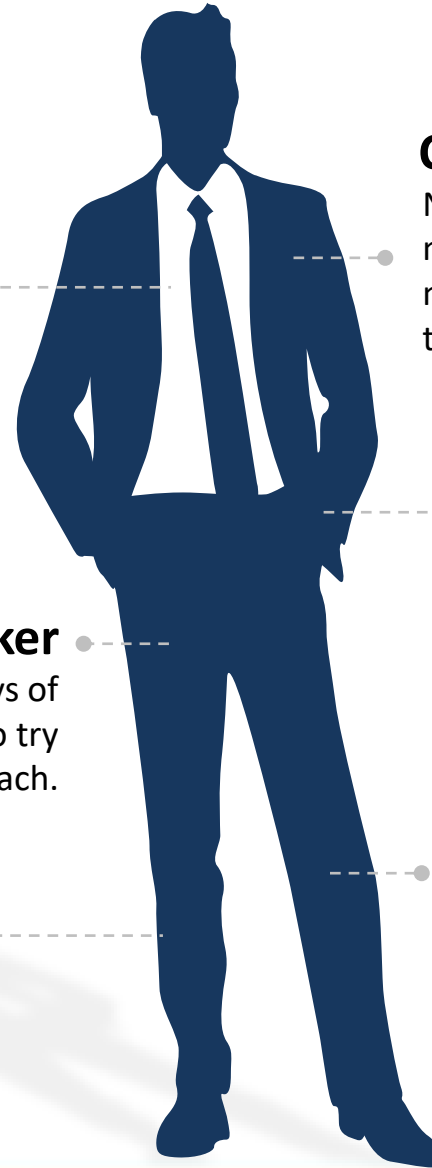
Pushes through past ways of doing things and willing to try a new approach.

Focused

Capable of sifting through the noise and targeting the right tasks.

Not a 9-5'er

Willing to put in the time for the betterment of all involved.



What one strategic trait would you like to develop/improve?

- ✓ *Life-Long Learner*
- ✓ *Risk-Taker*
- ✓ *Not a 9-5'er*
- ✓ *Collaborative*
- ✓ *Focused*

How will you start?

2. Realize How You Can Add Value

You have the ability to increase the value that you bring to your organization.



On a scale of 1-10,
how good are you at
increasing your value
to your company (and
for your career) on a
regular basis?



1 = I've never even thought about it
10 = I work on it everyday

Assessment: Rate 1-5 the value you bring now

The Reality-Based Rules of the
Workplace, by Cy Wakeman

The lowest possible score is a 9 and the highest is 45. The closer your score is to 45, the more valuable you are to your organization.

Am I consistent in my attendance, my work, and my results?

Am I improving each year?

Am I moving forward with purpose and not resting on my past accomplishments?

Am I spending most of my time at work with top performers?

Have I recently added to my job description on my own initiative?

Do I set goals for myself beyond the ones my supervisor sets?

Do I regularly ask for feedback on my performance from my boss and my peers?

Does my performance compare favorably with my peers?

Do I collaborate well with others and have good professional relationships?

Do you have any surprises about your score?

What area needs improvement?

What can you do to improve your value right now and into the future?



Understand what you bring to the table: Leadership and Influence

What is Leadership?

How will you know if you are a leader?

Leadership:

**Takes
Action**

**Impacts Positive
Results**

**Builds Up
Others**





Leadership Styles

Daniel Goleman:
"Leadership That Gets Results"

Goleman outlined 6 leadership styles, each that has a distinct effect on the working atmosphere of a company, division, or team, and, in turn, on its financial performance.

The styles will resonate with anyone who leads, is led, or does both.

Which trait do you possess and how do you know that?

Which trait would you like to possess and why?

COERCIVE

Leaders demand immediate compliance

AUTHORITATIVE

Leaders mobilize people toward a vision

AFFILIATIVE

Leaders create emotional bonds and harmony

DEMOCRATIC

Leaders build consensus through participation

PACESETTING

Leaders expect excellence and self-direction

COACHING

Leaders develop people for the future



Being Influential

Influence is the key factor in shaping how you are able to stand out from the crowd.

What is your potential to be influential?

Being Influential

The Keller Influence Indicator® (KII®) encompasses all of the seven traits necessary for being influential:



Being Influential

The Keller Influence Indicator® (KII®) encompasses all of the seven traits necessary for being influential:

Confidence

Your mental attitude of believing in yourself.

Commitment

Your underlying force behind achievement.

Courage

Your strength to meet daunting circumstances head-on.

Passion

Your spirit to live your life with unrestrained enthusiasm.

Empowering

Your practice of sharing information and power with others so they can improve their lives.

Trustworthiness

Your moral value that allows others to place their trust in you.

Likeability

Your measure of how positively you are viewed by others.

Who do you consider to be influential?

Do you recognize any of these
characteristics in them?

Confidence

Commitment

Courage

Passion

Empowering

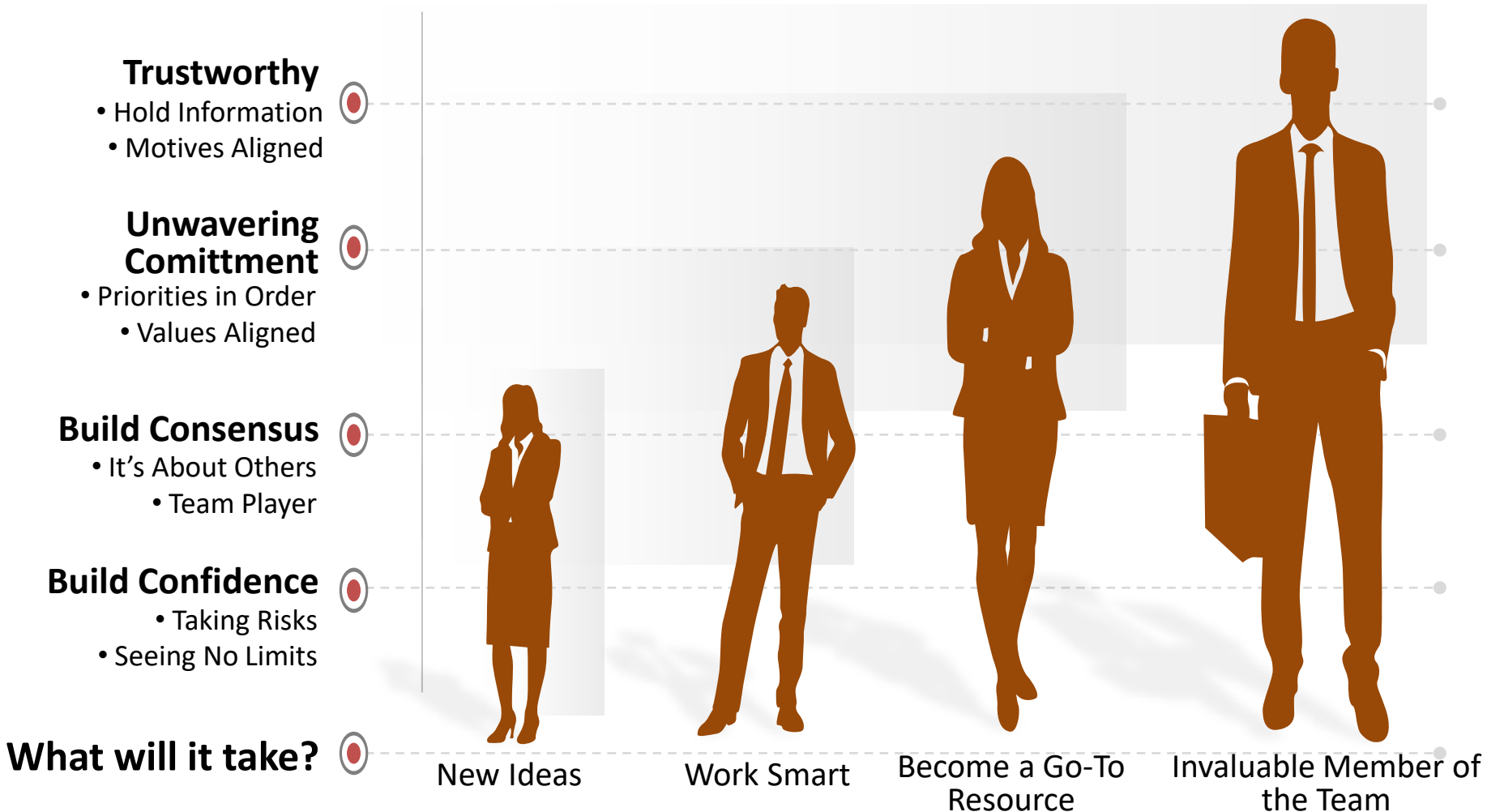
Trustworthiness

Likeability

Which trait do you think is your strongest?

*How can you utilize
your strongest trait to
be influential?*

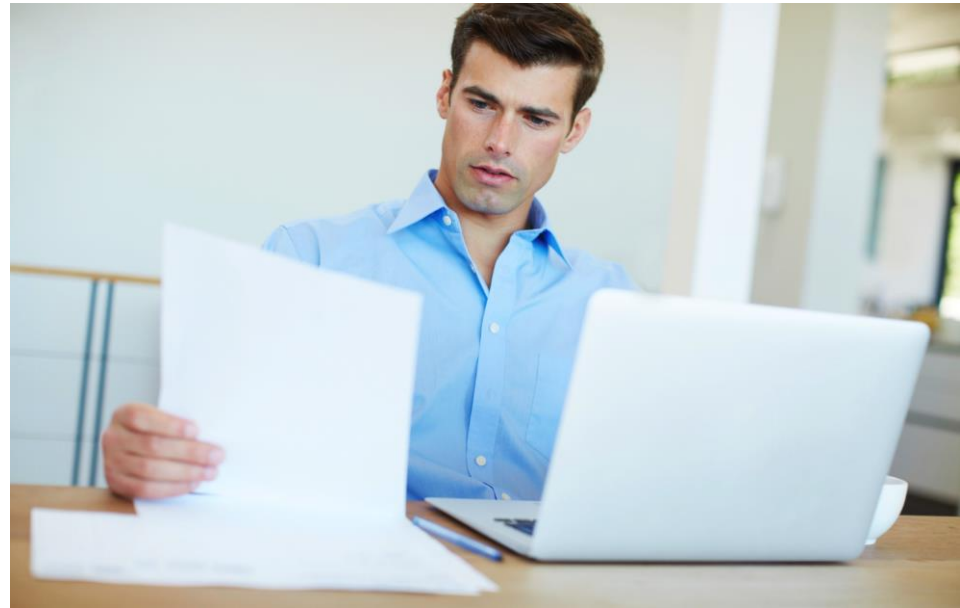
Traits that may increase your value to your firm:



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Build your value with your company.

- ✓ Identify a need
- ✓ Be a problem solver
- ✓ Communicate your intent
- ✓ Act collaboratively
- ✓ Look for improvements
- ✓ Show initiative
- ✓ Keep up your skills
- ✓ Be genuine
- ✓ Deliver consistently
- ✓ What else?



Build your value with your clients.

- ✓ Market yourself
- ✓ Expand services
- ✓ Create new offerings
- ✓ Share resources
- ✓ Client survey
- ✓ Fill specific needs
- ✓ What else?



Build your value with your community.

- ✓ Insert yourself in areas that interest you but also benefit the company.
- ✓ What else?



3. Create a Plan for Success



Creating Your Plan for Success

**OUTLINE
YOUR
PURPOSE**

What do you want to achieve?
What is your motivation?

**ALIGN YOUR
STRENGTHS**

Use your strengths and other tools. Be prepared for change.

**IDENTIFY
INCREMENTAL
& END
GOALS**

Celebrate achievements!

**SEEK
OUT
SUPPORT**

You don't have to do it alone.

**TAKE
ACTION**

The plan means nothing if you don't do something.

**CHECKS &
BALANCES**

Make adjustments if needed.

Choose one step and write down an approach for accomplishing it and by when.

OUTLINE
YOUR
PURPOSE

ALIGN YOUR
STRENGTHS

IDENTIFY
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& END
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SEEK
OUT
SUPPORT

TAKE
ACTION

CHECKS &
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Align Your Plan With Others

Corporate Plan/Values

Do you have a good understanding of what the firm is trying to accomplish and why?
Are you a part of that vision?

You

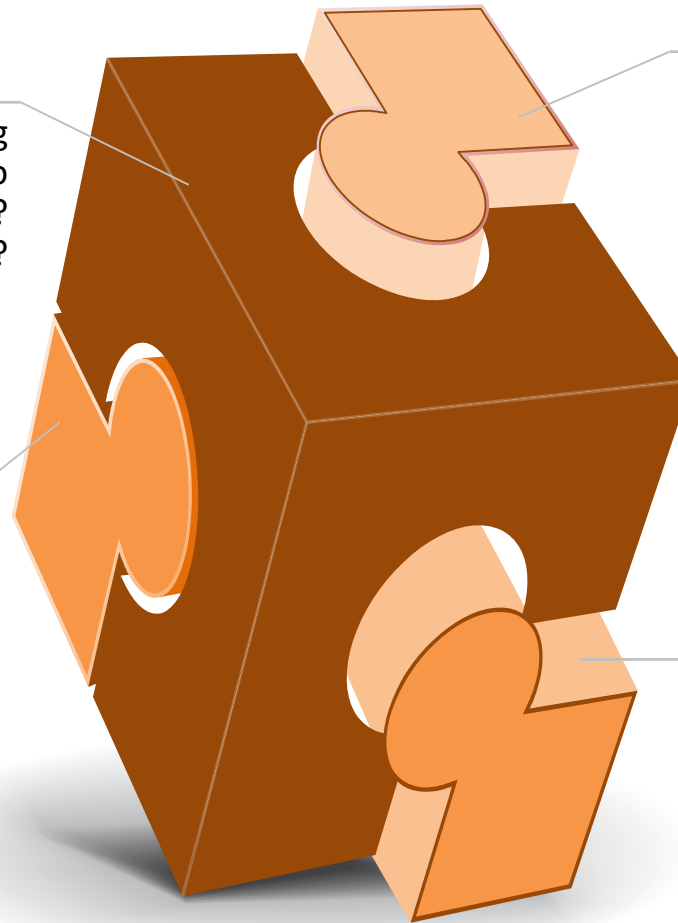
How do you fit into the corporate picture?

Co-Workers

Are you aligned with co-workers?
Are they in sync with what you're trying to accomplish?

Others

What is the role of others in your plan? Getting everyone aligned will allow for success.





Write down 3 people who you can share your plan with and gain support.

When will you talk to them?

What are barriers to making this happen?

4. Communicate at a Strategic Level

Communicate your plan so that you have

- ✓ Support
- ✓ Accountability
- ✓ Recognition

What communication challenges do you face on a regular basis?



Communicating is about influencing with your opinion or knowledge.

Listen



Be Present



Trust



Body Language



Acknowledge Differences



No Assuming



Take responsibility.

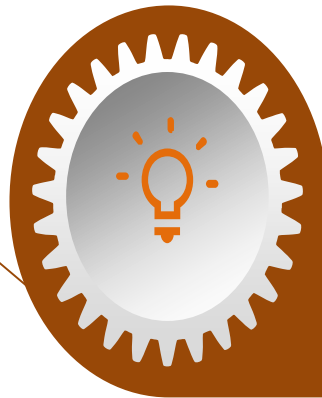
You are responsible for a clear exchange of ideas, information, direction or thoughts.

Don't walk away until the exchange is well understood by all parties.

Communicating at a Strategic Level

Present ideas with a brief summary at a high level but give enough detail to demonstrate success.

Stay out of the weeds.



Make sure the idea meets the mission of the company (it's relevant).

Show how your idea will impact/benefit the company and all involved.



Timing is important

Information should be timely to what's important now or in near future.

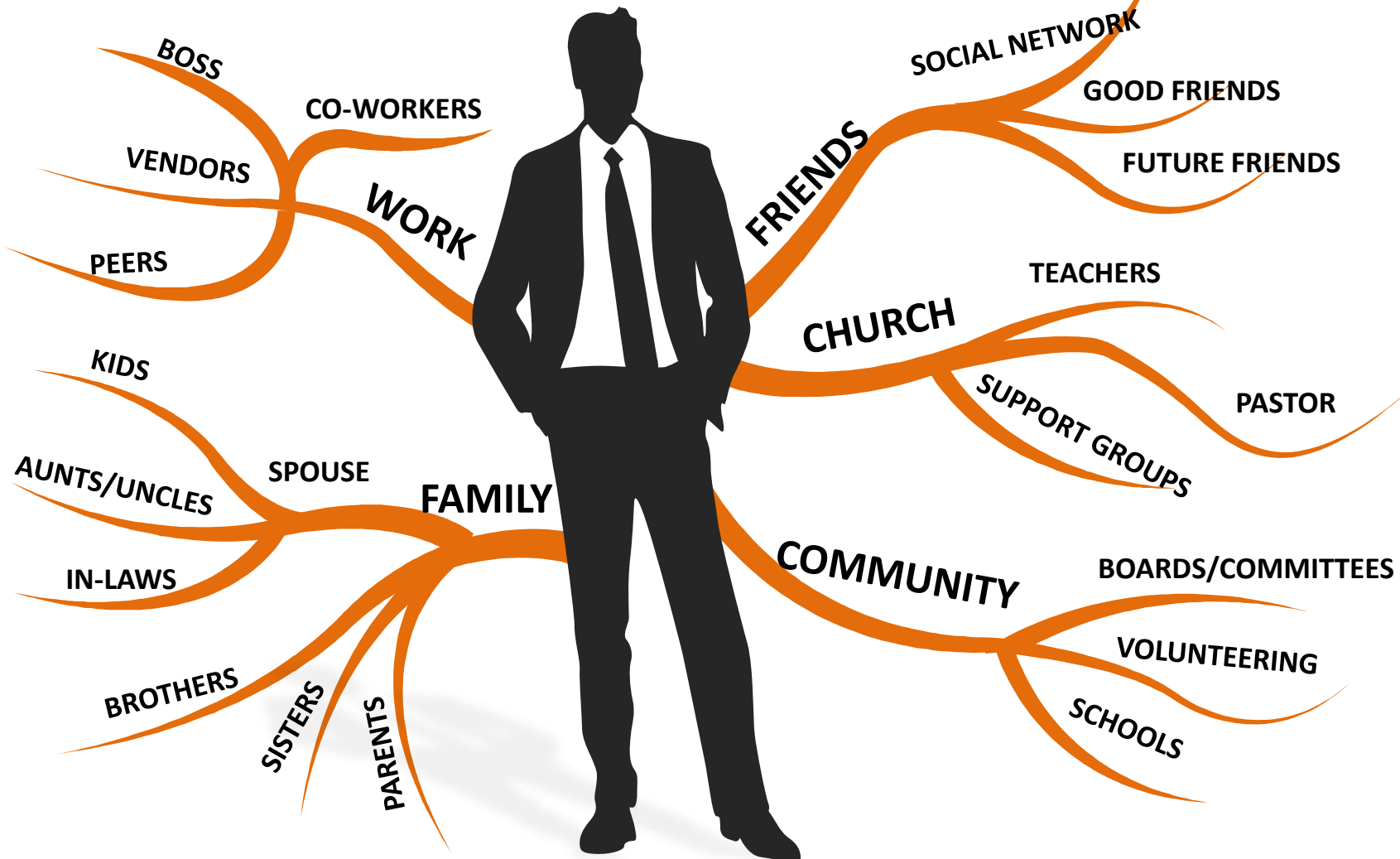


Present with passion and knowledge.

Your energy for your idea will be contagious!



Practice Your Communication Skills



5. Act as a Strategic Driver

Drive the Idea

You have followers. Now what?

Drive the Plan

Does everyone understand the plan?

Drive the Process

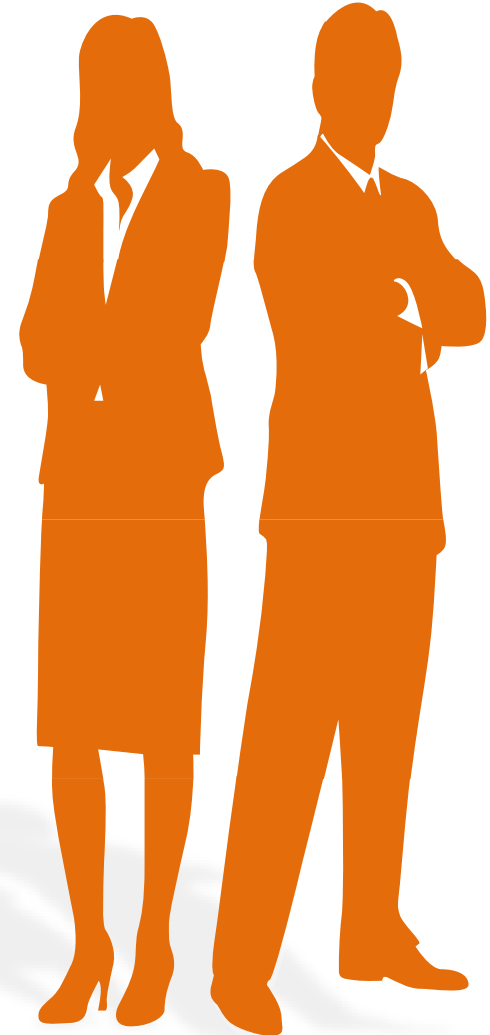
Executing is the key to success. How do you recognize and reward?

Activities of a Strategic Driver

**Attitude is positive, even
in times of stress and discourse.**

**Clear and confident
approach at all times.**

**Become more visible in the
firm, with clients
and in the community.**



Taking Action: How to Start



Taking Action: How to Start

Break it down.

What small steps can you take that will move you closer toward your end goal?

Write down an action you will take this week.


What is in your way?

What are your take-aways?

It's not
all about
you.



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 YourSuccessfulLife

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 DefineDirection

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Thank you!

Q & A

Growing Into A Strategic Role Within Your Company

To receive credit for this course, each registrant will need to take the quiz below and pass with a score of 70 or above. Click link

<http://quiz.nspe.org/quiz/growing-into-a-strategic-role.aspx>

to take the quiz.

Growing Into A Strategic Role Within Your Company

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