

# yes and...

In This Issue  
Insights on Strategic Planning

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## **Introduction to the First Edition of the Society of the Vav**

We have named our newsletter **Yes and...** based on the Improv theater exercise that moves one beyond the “yes but” syndrome to multiple possibilities.

*Yes and...* builds from Daniel Pink’s *A Whole New Mind* who quotes Samuel Taylor Coleridge: “A great mind must be androgynous” and Roger Martin’s words in *The Opposable Mind* that we must have the “temperaments to put opposing ideas into play without being paralyzed by fear and anxiety.” p.8

The Society of the Vav, sponsor of *Yes and...*, states that we are all unique individuals who must link with each other to sustain a fully functioning world.

The contributors to this newsletter are coaches and life-long learners who have something to teach and

to learn. We are very excited about our first edition! We are inviting you to read and to listen deeply and to weave in your unique voice for your specific needs.



***Sustainability seems to be the latest buzz-word in the corporate and NGO arenas. In order to imbue this trait we must have a strategic plan. Our contributors offer their interpretations of strategic planning and an exercise to support your learning.***

– TZiPi Radonsky, editor

## **Strategic Planning Basics** by Ilise Ratner



If I take one stand on Strategic Planning it is this: Present decisions that one makes have a direct result on creating a strategy for the future. Creating a mission statement that includes values and visionary goals will motivate you towards your dreams, desires and goals. Identifying strengths and weaknesses with economic considerations and available resources – people and things – will broaden your perspective. Each strategic plan needs monitoring to remain accountable and that can be measured against the baseline so appropriate adjustments can be made. Please do not use this as a strict guide to creating strategy as you’ll miss a lot along the way; however, understanding the concept behind the words will give you a simplistic view.

**Very Simple Strategic Planning Exercise:** Cause and Effect: Can be played anywhere – anytime. The idea is to have one person come up with a Cause and another to come up with the Effect to a certain goal. These roles are then switched back and forth. There can be multiple Effects for one Cause. With this exercise - risks and safe spots can be more easily identified and further aligned with your mission and values.

Ilise Ratner brings over 20 years of relationship management experience to her coaching practice. With a background in project management for residential and corporate real estate, Ilise is adept at assessing the dynamics of complex situations. She motivates others through health/wellness and lifestyle coaching and she helps clients reconnect with their work, life passions and purpose through a series of sessions that begin with setting goals that are achievable, measurable, and inspiring. She is fluent in Spanish. Contact Ilise at [be:iratner@ratnerandassociates.com](mailto:be:iratner@ratnerandassociates.com)

## *Using psychological assessments in Strategic Planning* by Lena Feygin



Strategic Planning for any organization starts with Strategic Planning within the individual behind the organization. You have to have a plan, a vision, and an idea of what the outcome will be of any venture, be it a business project or simply your life.

One of the ways to start organizing yourself or your organization is through deeper analysis of self and how you as an individual interact with those around you. Analysis of self can be simplified by means of standardized and widely practiced assessments.

As an Executive Business/Life Coach I use Psychological Portraits with my clients 99% of the time. Psychological Portraits provide invaluable information. The Psychological Portrait is a detailed explanation of ones' Personality Traits (Qualities), Behaviors (Actions) and Tendencies (Potential).

An important aspect of Psychological portraits is it becomes a very useful tool in not just creating a vision for your self but also whom you need to work with to have a complete team as well as your search for a new job. A well-made psychological portrait allows you to gain insight into what it is that you want to do, what you are good at and demonstrate your interactive behaviors with others.

Lena Feygin, Ed.D. Dip LC is an Executive Business/Life Coach, Change Management/Organizational Development Professional with years of experience in Vocational Education/Corporate Trainings and as a consultant and coach in a corporate domain. Lena has a solid record of enhancing the workforce transition to achieve strategic goals. Effective in creating blended learning and performance support solutions designed to transition global and national workforces to new services, technologies, business processes, and strategies. Project success is built on strong analytical, communications, facilitation, instructional design, and coaching skills using individual and corporate personality and cultural assessments. Contact Lena at lenafeygin@gmail.com.

**Assignment:** Enumerate what you want to know about yourself and then create a Psychological Portrait for your organization and for individual key players.

## *A Clear Vision Energizes Our Efforts* by Philomena Rego

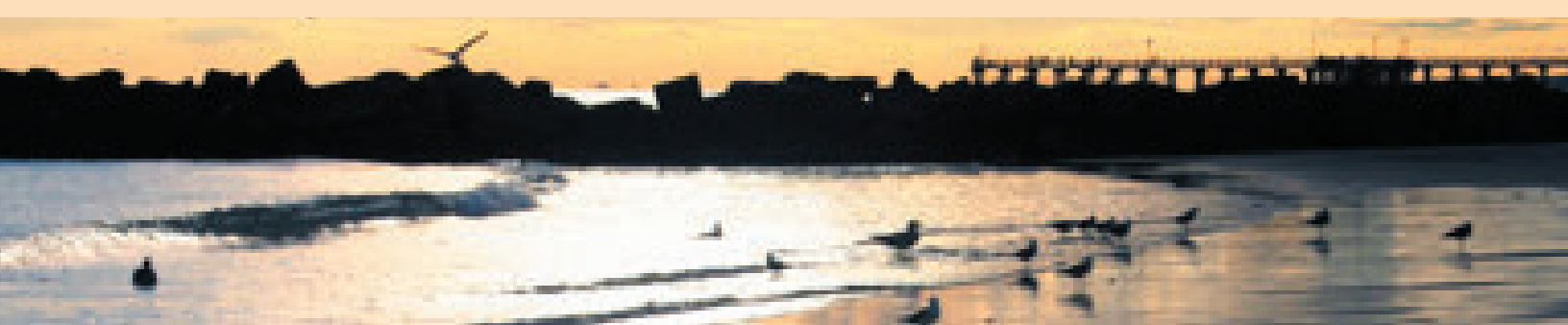


Strategic planning is such a loaded and a lofty phrase and can be quite intimidating. Yet we each use it in our daily life as we consciously or unconsciously plan our life. If we did this in a mindful way we could integrate our purpose and values and be more energized. Can we integrate our work strategic plan with our personal life? If we are able to take time and take a deeper look at our life – what are some of the ways we support or sabotage our plan/goals?

It helps to prepare every day for this journey and change things according to the weather. This prepares you for whatever is expected and helps you to be ready to explore new, unexpected options that fit your purpose and values.

Philomena Rego, MSW is focused on helping people bring to light the best in themselves and others. She helps her clients retune their lives to become aligned with their core values and aspirations.. Philomena Rego is a certified coach (CPCC) through CTI. This coaching approach focuses on enabling people to achieve success and fulfillment in their work and life through a powerful coach/client alliance that promotes and enhances the lifelong process of learning. Philomena has completed the Center for Creative Leadership's Coaching for Development module and the Center's Assessment Certification Workshop. Contact Philomena at bewhoyour@gmail.com.

**Activity:** Make a list of your goals and then for one week maintain a daily activity list . At the end of your week look for an alignment how much of your time has been spent on things that are not based on your goals on your values and priorities. Now that you are aware of how you spend your time perhaps you will make different choices that are more aligned with who you are. Even a small change is powerful. Good luck!



## Visualizing Your Ideals, Charting Your Risks *by Ronnie Grabon*



Strategy – the big picture, the whole, not just the sum of the parts, is only the beginning of strategy. The true strategic thinker also guides a person or organization to that picture. Strategy is about creating a definition of who we want our organization to be, and about guiding us there.

Strategy defines the goal AND illuminates the pathway AND makes certain we can walk. A good strategy melds your internal vision of who you want your organization to be AND the

knowledge of what your customers need (even if they don't know it yet). Strategy is about understanding the tangible (financial and structural) and intangible resources (intellectual and emotional) that are available on the journey. And it is about identifying gaps between the available and the necessary.

Finally, strategy walks a fine line between your ideal vision and reality. People often think of strategy as the dream of a positive future. Sometimes, it is the flight plan that guides the organization to a crash landing that allows for survival.

**Exercise:** In these chaotic economic times, your exercise is to chart the crash landing. To understand what parachutes you and your employees are packing and what your safety plan is in the event of a crash landing. It is often much easier to fly, when we understand that our greatest risk is a safe (even if uncomfortable) landing.

Ronnie Grabon has been affiliated with the Center for Creative Leadership for 10 years as an executive coach. In addition, she serves as the VP HR for a mid-size jewelry retailer and maintains a small consulting practice working with individuals and organizations on coaching, organizational development and HR issues. Her career has exposed her to a variety of industries including: retail, legal services and non-profit. Ronnie has a BA and MBA from Rutgers University. She is certified by the American Arbitration Association as an arbitrator and in a variety of instruments. Contact Ronnie at [rgabon@triad.rr.com](mailto:rgabon@triad.rr.com).

## Keeping Ourselves Accountable to Our Vision *by TZiPi Radonsky*



Developing a strategic plan is about being a leader and taking yourself seriously by externalizing your hopes and desires into a formal itinerary. Through setting clear intentions you are more likely to be motivated, energized and to stay focused. As we learn in a mindfulness practice the mind loves to wander. And our job is to notice when it does and without judgment bring our focus back to 'here,' your strategic plan.

The clearer and more explicit we dare to be with the details of that plan the more likely we are to realize our dreams. Some of the details might be to enumerate resources, financial as well as people for a leader knows 'together we can make anything happen.'

**First Step:** Set aside time to begin making a list of your human resources; the people in your life from your inner circle to your casual connection to your heroes whose writings and lives supports your dreams. Make time to tell these people your strategic plan and that you want their blessings as well as generating ideas of how they can support you, where you support each other and how now you are accountable to them as well as yourself to make the plan happen.

TZiPi Radonsky is an innovative teacher, coach, writer and artist. She works with colleagues and clients at the Center for Creative Leadership and through her private practice. She has earned a BS and MHS in Occupational Therapy and a PhD in Counselor Education. She recently received Smicha, ordination, through her teacher and by her community. She maintains a blog whose focus is about being awake and inclusion and her website offers her readers an opportunity to ask questions to clear the mind and heart. Her published works are the Spiritual Pilgrim Discovers Home, written after a year long solo journey around the world and The Erotic Life of Sarah; Woman, Matriarch, Primary Female Source of Hebrew wisdom. Her websites are [Rebtzipi.com](http://Rebtzipi.com) and [societyofthevav.blogspot.com](http://societyofthevav.blogspot.com). Contact TZiPi at [rebtzipi@mac.com](mailto:rebtzipi@mac.com).

