

Strategic Thinking for Institutional Impact

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Who is in the room?



Think of your organization...

What makes you great at your job?

How does your workplace help you understand where you need to grow and develop?

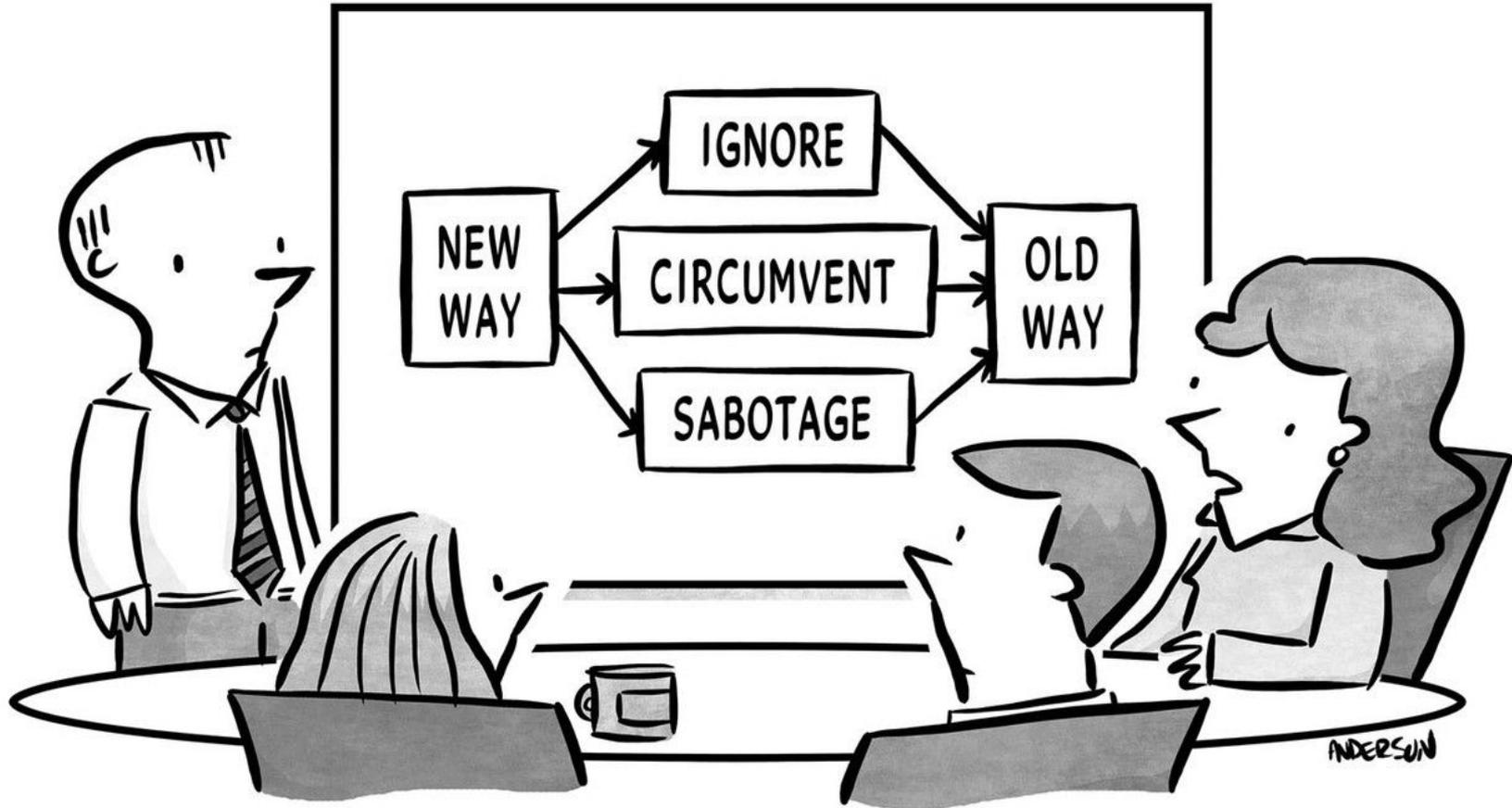
What made you want to take this class today?

What elements of your work keep you up at night?

OUR MISSION

PRETTY MUCH WHATEVER
OUR COMPETITION DOES,
BUT SIX MONTHS LATER

TOM
FISH
BANK



"So business as usual."

DIGITAL TRANSFORMATION IS **YEARS** AWAY. I DON'T SEE OUR COMPANY HAVING TO CHANGE ANY TIME SOON.



SWOT

Strengths

Weaknesses

Opportunities

Threats

Not just for business

Not just for Heads

SWOT

Has your organization done one of these as a whole?

When?

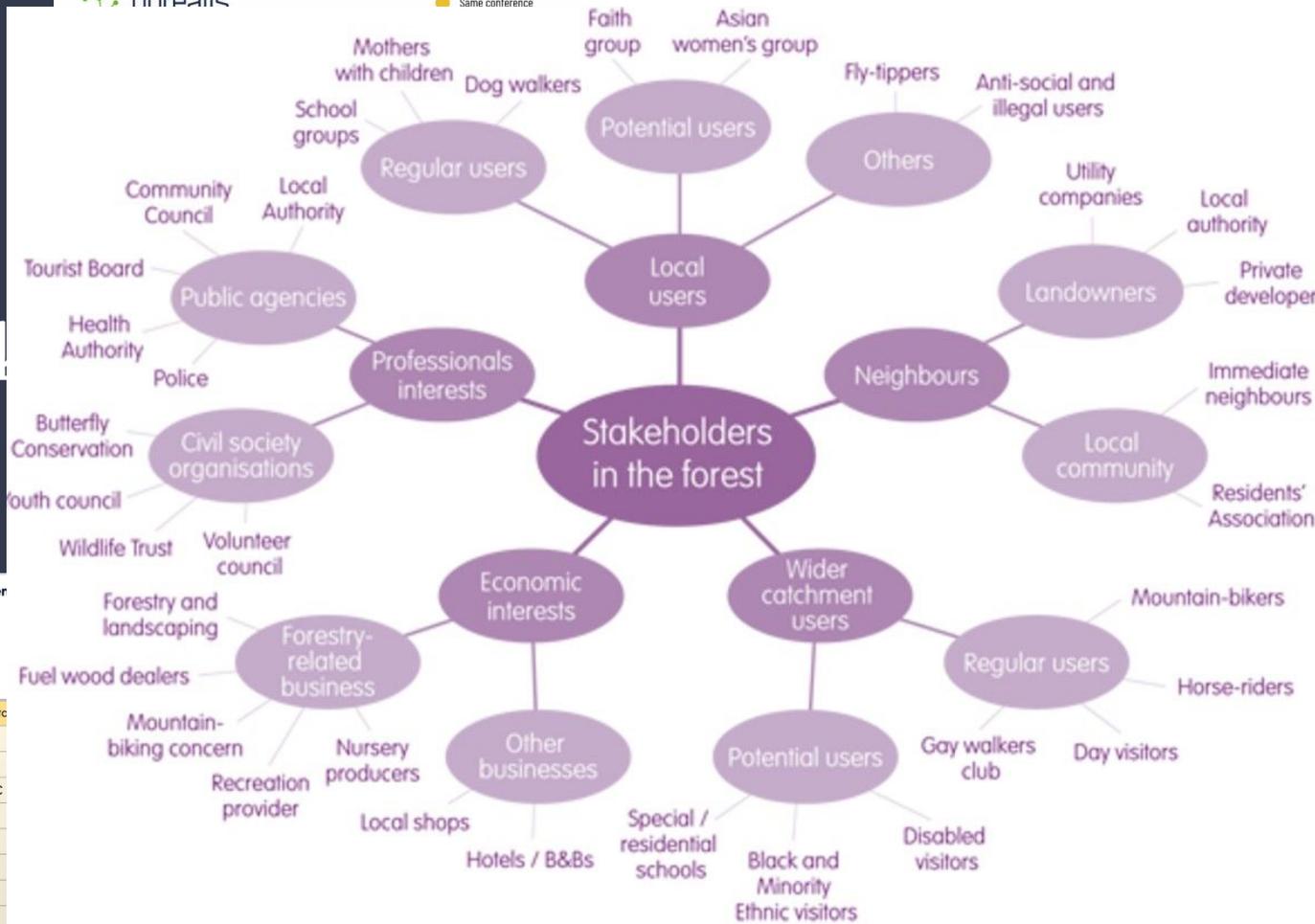
Have you done one of these from the lens of your role within the organization?

When?

Have you done one of these for personal growth?

When?

Stakeholder



Manage closely

Keep informed

rest of stakeholder →

Analysis for ABC

Manage Closely

Stakeholder name

Stakeholder name

Stakeholder name

Keep Informed

Stakeholder name

Stakeholder name

Stakeholder name

Impact

High

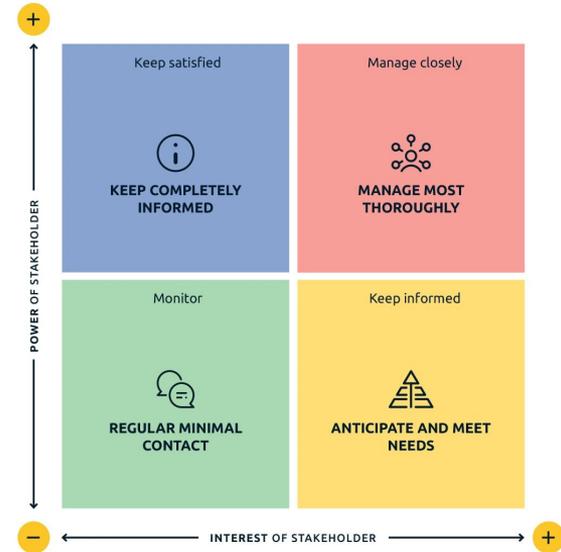
Stakeholder Engagement Assesment

C	Current Level of Engagement
D	Desired Level of Engagement
CD	Both Current and Desired

STAKEHOLDER	Unaware	Resistant
Stakeholder 1	C	
Stakeholder 2		
Stakeholder 3		C
Stakeholder 4		
Stakeholder 5		
Stakeholder 6		
Stakeholder 7		
Stakeholder 8		

Stakeholder Map (Power x Interest)

THE UNITE STAKEHOLDER MAP – Matrix



Stakeholder Map (Engagement Levels)

Stakeholder Engagement Assessment Matrix

C	Current Level of Engagement
D	Desired Level of Engagement
C D	Both Current and Desired

STAKEHOLDER	Unaware	Resistant	Neutral	Supportive	Leading
Stakeholder 1	C			D	
Stakeholder 2			C D		
Stakeholder 3		C	D		
Stakeholder 4				C D	
Stakeholder 5					
Stakeholder 6					
Stakeholder 7					
Stakeholder 8					

Think of your organization...

What needs a solid strategy in order to succeed?

Is this large scale and transformative (organization)?

Is it more individualized (personal/team)?

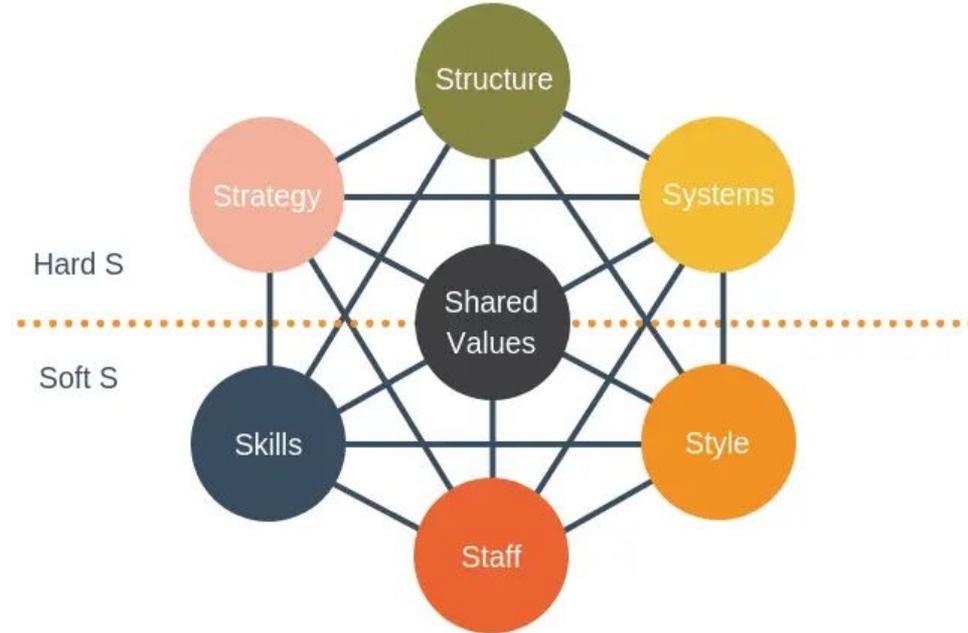
Is it more of a habit that you want to change/instill?

Who are your stakeholders?

Strategic Theory:

McKinsey's 7S Framework

McKinsey 7S Framework

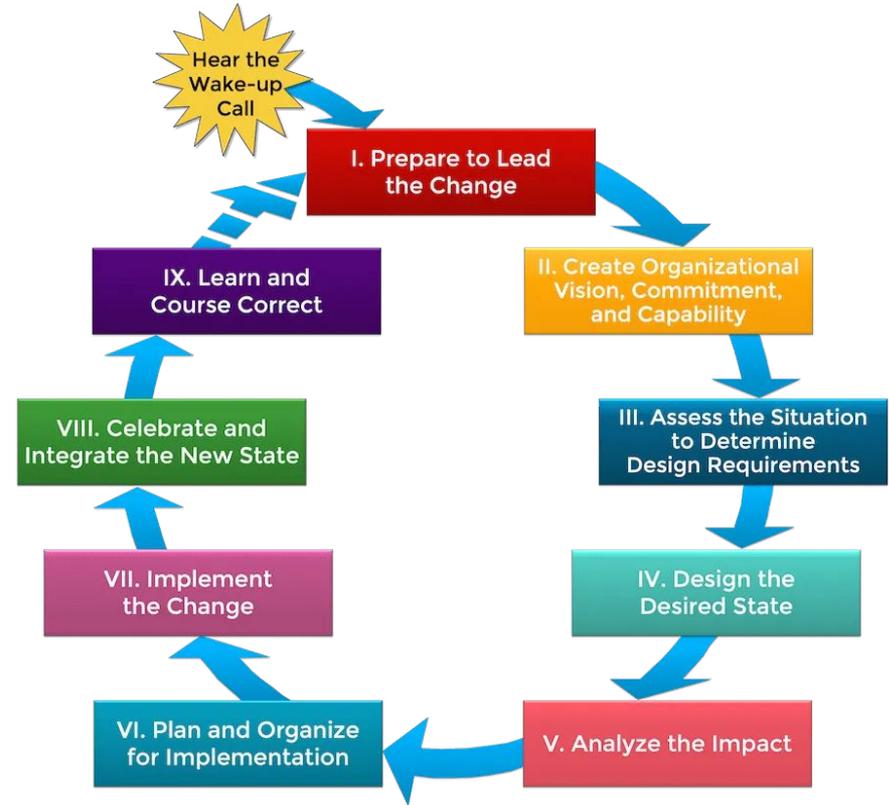


Strategic Theory:

Kotter's 8-Step Change Model



Strategic Theory: Ackerman and Anderson's 9 Stage Model

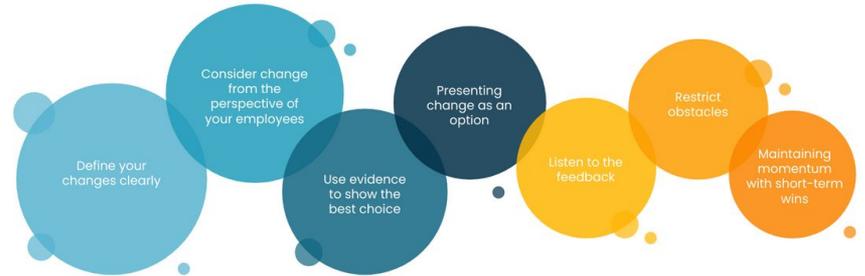


Strategic Theory:

7 Stage Nudge Theory Model

7 Stage Nudge Theory Model

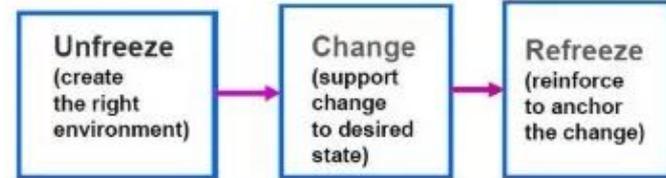
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Strategic Theory:

Lewin's Freeze Phases

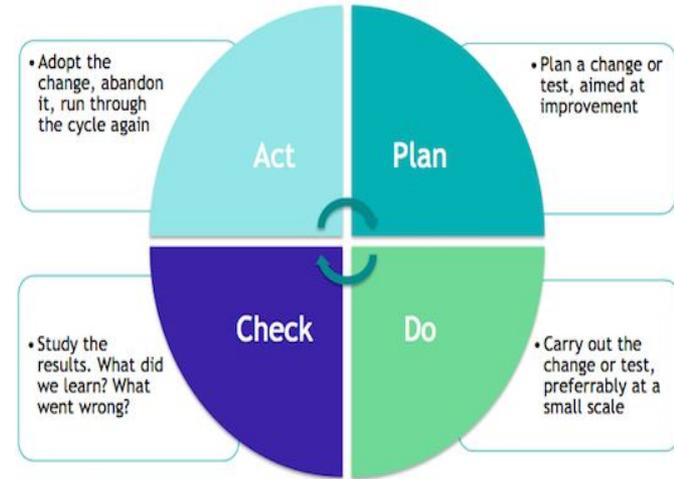
Lewin's Change Process



Kurt Lewin, 1943

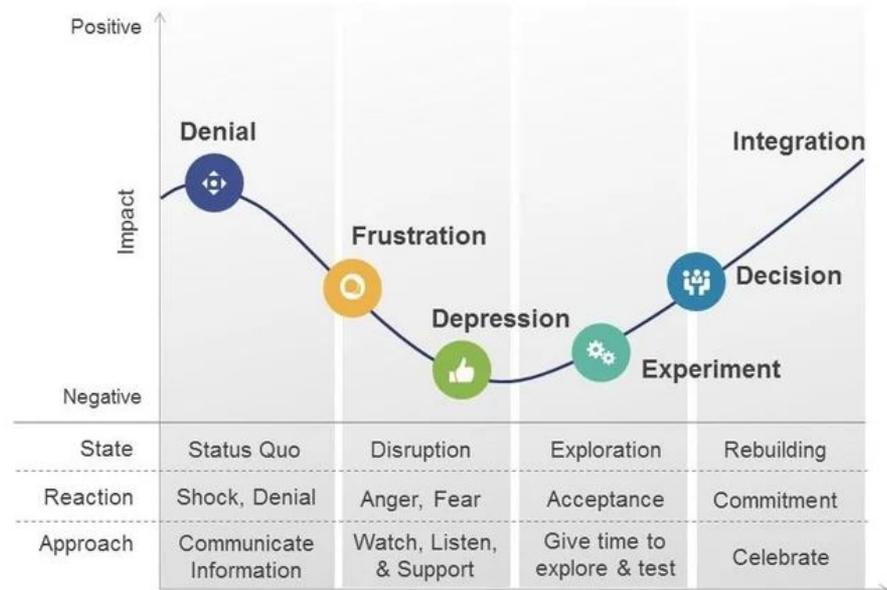
Strategic Theory:

PDCA (Plan, Do, Check, Act)



Strategic Theory: The Kubler-Ross Change Curve

The Kübler-Ross Change Curve



ADKAR

ADKAR CHANGE MODEL



Think of your organization...

Which Strategy Theory fits best?

Is this large scale and transformative (organization)?

Is it more individualized (personal/team)?

Is it more of a habit that you want to change/instill?

How will you apply this theory?

Think of your organization...

Who are your stakeholders?

How will you complete your stakeholder map? Who will help you?

How does this align with the SWOT analysis you thought about earlier?

Organizationally?

Individually?

For your own growth?

Question for you:

What is one thing you will DO with the information you engaged with today?

