

# **A STRATEGIC PLAN FOR CEO NETWEAVERS – HOUSTON February-March, 2010**

**PARTICIPANTS:** MEMBERS OF CEO NETWEAVERS, GUESTS

**FACILITATED BY:** PETER HASKELL - ON THE CREST CONSULTING

**WITH ASSISTANCE FROM:** ROBERT BELEW AND BARBARA BROWN

## **FOCUS QUESTION**

**How can CEON best promote servant leadership?**

## The Practical Vision

Toward Visible Results/Impact	Toward Living Engagement	Toward Sustainable Collaboration	Toward Global Awareness	Toward Mission/Purpose
<p>Relevance</p> <p>SL=strategic tool for corp sustainability</p> <p>Influence- Willingness to change</p> <p>Positive corporate perception</p> <p>Business &amp; Stakeholder=superior results</p> <p>Examples/Case Studies</p> <p>CEON codify &amp; own the SL brand Essence</p> <p>Spirit</p>	<p>Representation: Broad &amp; Diverse</p> <p>Commitment</p> <p>Authenticity</p> <p>Party</p> <p>Passion</p> <p>Living Values</p>	<p>SL Community Collaboration</p> <p>Relationships (Micro &amp; Macro)</p> <p>Schools Teaching SL</p> <p>Mentoring – cultivating</p> <p>Incubators</p>	<p>Worldwide SL Conference</p> <p>Alliances: global-family</p> <p>National Cable Show</p>	

## Stops to the Practical Vision

<b>Cultural Conflict</b>	<b>Value Proposition of Organization</b>	<b>Resources</b>	<b>Continuity and Priority</b>	<b>Measures of Success</b>	<b>Competing Interests</b>
Competing organizations	Servant Leadership not well defined	Funding	Time commitment	Metrics	Competition among chapters
Accepted parochial boundaries	How to communicate purpose outside of meeting	Limited time and resources	Turnover (people)	Compelling business case – “The So What”	Ability to identify other organizations that foster Servant Leadership
Fear of change	Value of Servant Leadership not clear	Executorial ability	Not a priority	Lack of/inadequate measurements	Complacency – “Does My Voice Matter?”
Lip service	Identification of practical applications (Value Proposition)	Tangible program, material tools to offer	Impatience before a shared vision is achieved	How to quantify the ROI of Servant Leadership	Complacency over time
Obscurity, cloak of invisibility	No plan for Servant Leadership education	Local before global	Turnover of attendees	Few ROI examples	Inherent conflict
Short term focus	Fuzzy vision				
Short term focus	Unclear vision				
Not accepted goal (\$) ?	Undefined mission				

## Strategic Directions

1	2	3	4	5	6
<b>Toward Creating Commitment</b>	<b>Toward Clarity and Alignment</b>	<b>Toward Education Deliverables</b>	<b>Toward Intrinsic Value</b>	<b>Toward Marketing Plan-Create Value</b>	<b>Toward Tools and Metrics</b>
Mentoring and apprenticeships educate	Values, vision, purpose	Identify companies in Houston that practice S-L	Infinity and beyond	Show real value of membership in CEON	Develop implementation tools/plan
Build Relationships	S-L moment	Shift power to S-L model via business alliances	Pay everyone to come	S-L course	Long-range planning tool template
Human sacrifice of non S-L leaders	Communication CEO networking (hook) culture comes from top	Demonstrated case study	Non-traditional funding	World renowned CEON conference	Bus. Leaders use S-L metrics
Educate train everybody	Develop a vision or mission to rally people around	Develop teachable viewpoint	Free....only time required	Build compelling story (bottom line)	
Member-Guest assignments	Value-based education	Must-read list			
Use our network	Clarity and definition creating value	Develop or steal company case studies for present			
Action committees around mission	Achieve common purpose	Involve local researchers to create real data			
Set up work groups to advance agenda	Find common ground	Establish S-L index			
Solicit optimum meeting time					

## 90-DAY ACTION TIMELINE

Strategic Direction	Team Name	Team Members	Team Motto, Mascot, Symbol	Estimated Time and Money	March 24 – April 23	April 24- May 23	May 24- June 23	90-Day Victory
Toward Marketing plan, Create value	Rescue Enterprise	Tom Ferguson, Chris Tagoe	A Better Way, St. Bernard		Define elements, gather research case history candidates [tbd]	Selected/ finalized case studies [tbd]	"Test drive" at CEON meeting [tbd]	Develop Curriculum for SL Seminar (include case studies)
Creating Commitment	The Owls	Eric Standlee, Don Sabathier, Geri Wells	Relationship Matters, Owl	\$500, 3 Months	Sacrifice Mike (S), Define the value of mentoring for mentor and mentee (Geri), Identify "who" is our network (Geri)	Identify who is to be a mentor (Don), Develop/ID "Buddy" mentors to support each other (Don), develop training for mentors (Don)	Identify the "Mentorees" (Eric), Enlist the "Mentorees" (Eric)	Mentoring Program
Toward Clarity and Alignment	3-D Vision	Bruce, Cheryl, Mike	"Onward thru the fog", 3d glasses	30 days, free	Facilitated visioning meeting (pre-work, Mike K.), Obtain 6 members for visioning team (Cheryl), Holding visioning meeting (Bruce)		What is the group? Why should they join? Value? [ tbd ]	Total Membership Brainstorming Meeting
Toward Education Deliverables	Over Comers!	Michael, Alex	Git.R.Done, The Coaches, Diamond	30 man hours, \$100 max	Investigate or research existing S-L studies (Alex)	Review case studies, Rank studies (Alex and Michael)	Boil down to PowerPoint (Michael)	[tbd]