LEADERSHIP AND STRATEGIC MANAGEMENT

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ROADMAP: WHERE ARE WE GOING!

- Developing self awareness
- Developing organizational awareness
- Increasing your influence
- Selling yourself and your ideas
- Building strategic alliances
- Forwarding the action











DEVELOPING ORGANIZATIONAL AWARENESS

MY CONSTELLATION



- Draw your CURRENT personal constellation of your organization.
 This will help you understand strategically
- where you have the strongest relationships (greatest power) and where you should focus your efforts.









MY CONSTELLATION • List 3 things that you can do to help you get from the "current" to your "desired" future:
1. will
2. will
3. I will
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8 STEPS TO SELLING YOUR IDEAS

- 1. Start with a problem statement and your conclusions.
- 2. Know your idea (Like, really know it).
- 3. Practice.
- 4. Gain support.
- Use your voice, rather than email.
 Figure out your "So What? Now What?"

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- 7. Don't take rejection personally.
- 8. Express gratitude.



- First, state the problem: "I've noticed there's an issue with X."
- · Keep it short and concise.
- Don't make your senior-level audience wait to find out why you are there.
- List your specific recommendations, and keep it on target.

2. KNOW YOUR IDEA (LIKE, REALLY KNOW IT!)

- · Describe the benefits if your recommendation is adopted.
- Make these benefits seem vivid and obtainable.
- · Describe the costs, but frame them in a positive manner.
- If possible, show how not following your recommendation will cost even more.

3. PRACTICE



- Pitch your idea to a colleague first, and encourage them to be a tough critic.
- It is not about being perfect. It is about being personable.
- Remember, rehearsal is the work; performance is about connection.

4. GAIN SUPPORT



- Get support before the idea is even pitched.Set up individual conversations to get buy-in
- (in advance....line your ducks in a row!).
 Timing is even/thing!
- Timing is everything!



6. FIGURE OUT YOUR "SO WHAT? NOW WHAT?"



"So what?"

- Why people should care about your idea
 "Now what?"
- What you propose needs to happen nextThey need to know what you want from them



7. DON'T TAKE REJECTION PERSONALLY Use professional athletes as your role model: Most major-league players

- strike out far more than they hit!
 Even so, they keep
- Even so, the trying.









IDENTIFY YOUR SUPPORT NETWORK

- Identify strategically who will be best to design an alliance with to get support.
- Who are those people that can support you?
 - Internally
 - Externally



BUILD YOUR SUPPORT NETWORK

- What is your plan/strategy to reach out and connect with them?
- How will you track your meetings and schedule intentional follow-ups?
- How will you express your gratitude?





REVIEW: WHERE WE WENT!

- Developing self awareness
- Developing organizational awareness
- Increasing your influence
- · Selling yourself and your ideas
- Building strategic alliances
- Forwarding the action















