

Jodi's Perspective



Looking 90 Days Into the Future

After a year of producing the Women's Business Socials (www.NoMoreNylons.com), I realized the value of announcing the date and place for the NEXT Social while we were all together. I'd ask all the ladies to take out their calendar right then and save the date! When I did this, the attendance would be double, compared to if I announced it later in the month only using email and social media.

This meant I needed to plan 2-3 months in advance. It was an intricate game of juggling my travel schedule visiting client sites with Jason along with researching other local events that might coincide with my Socials. (It's a bad idea to plan a women's gathering the night of the local high school graduation. Live and learn...)

Contingency Planning

I'm not always able to plan as far in advance as I'd like. So one of my ways of dealing with the unknown is creating contingency plans. This helps get all the ideas out of my head and into a system (I'm currently using Evernote for this). There, I can park all my ideas for projects I'm working on so we can anticipate our budgets.

I realized before I started doing this, I think about all the "What Ifs..."

What if we get this client work? What if a project needs more time/budget/people? And more. When I carry everything around in my head, I re-think the same thoughts... over and over again. Can you relate? This causes me stress and is exhausting. Especially when I imagine the scenarios I don't want to happen. But I can't turn that part of my brain off. So, having a place to organize all the "What If" scenarios really helps me get through it.

The 30/30 Rule

I use the "30/30 Rule" from our book [Get Momentum](#). I spend 30 minutes working on something 30 days (or more) away. It's been great to handle the "would be" emergencies by realizing double-bookings and other scheduling issues. It's also helped us save money by giving our team ample time to build and create without extra fees that rush jobs always rack up. (See page 71 of [Get Momentum](#).)

My big "a-ha" studying "strategic planning" over the past couple of years has been this: **planning doesn't always mean deciding**. Having options for different scenarios helps me relax. I know I'm ready for things coming our way, and I've built a buffer so that when (not if!) the unexpected shows up, I can attend to that too. Spending time anticipating the options that I can imagine frees me up for creative problem solving for all the other surprises that come my way! That's strategic thinking.



Get Momentum

How to Think and Work Strategically



Distinguish yourself as a strategic thinker.

Course Work Goals:

Identify specific goals and plan to use resources effectively.	Practice techniques that help you think strategically.	Organize projects in periods of 30-90 days and 1-5 years in the future.	Focus on ways to organize your thinking and review your plans.
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