Creating Strategic Conversations
THANK YOU
PRESENTER ATTENDEE AGREEMENT
LAW OF MOTION
VIBRATE PLEASE
TEXTING, TYPING
SOCIAL SHARING WELCOME
TWEET UNTO OTHERS
AS YOU WOULD HAVE THEM TWEET UNTO YOU
TWEET SOMETHING GOOD
BEFORE YOU TWEET SOMETHING BAD
SEEK FIRST TO UNDERSTAND
Safe space to agree, disagree, ponder and question.
FREE PASS
Executive Vice President
Education & Engagement
About You
Who is your favorite mentor or leader?
1) Experience first-hand how to design and guide a strategic conversation.
2) Explore why high-beam leadership is critical to your meetings success.
3) Discuss how to design a strategic conversation meetings experience.
Your Turn

Which of these LOs important to you?
1. Experience first-hand how to design and guide a strategic conversation.

2. Explore why high-beam leadership is critical to your meetings success.

3. Discuss how to design a strategic conversation meetings experience.
Ridiculously In Charge

Rock Solid Leader
Or Not
Meetings Transactional

Order taker
Choice is yours.
Or you can

Be A Leader
Align your vision with the vision of your client
Define Your Role
Your Purpose
Your Event's Direction & Vision
Your Turn
Your Turn
What are 1-3 issues regarding your job that keep you up at night?
Your Turn

Name one topic that MPI NCC could provide to you that would help you get ahead?
Your Turn

List some traits of the 21st Century.
Your Turn

Now list traits of today’s common conference.
Are you using your headlights to guide you effectively?
Your Turn

What do headlights help you do?
Your Turn

3 Traits Mentor/Leader
What % of sessions at your major conference dedicated to leadership?
90% of CEOs see leadership development as their highest priority.
Strategic Thinking
Ranked 2nd
Industry- Sector- Specific
Ranked Last
Your Turn

What is strategy?
Strategy is

• Creation of a unique and valuable position
Strategy is

- Creation of a unique and valuable position
- Involving a different set of activities than your competitor
What is the difference between Operational Effectiveness & Strategy?
Operational Effectiveness

- Delivers greater efficiency
Operational Effectiveness

• Delivers greater efficiency
• Results in lower per unit costs
Operational Effectiveness

• Delivers greater efficiency
• Results in lower per unit costs
• Performs similar activities better than competitors
Strategic Effectiveness

• Delivers greater value
Strategic Effectiveness

• Delivers greater value
• Can charge higher than average per unit costs
Strategic Conversations

- creative, collaborative, problem-solving session tackling messy, open-ended challenges
Designing strategic conversations is a craft — not a crapshoot.
Your Turn

What do we need to design strategic conversations?