

A bronze sculpture of three people sitting on large beanbag chairs in a garden. The figures are stylized, with no facial features. One person is seen from the back, another from the side, and a third from the front. They are all sitting on large, dark, wrinkled beanbag chairs. In the background, another similar figure is standing. The scene is set in a lush green garden with trees and a building in the distance.

# Creating Strategic Conversations

# WELCOME



# THANK YOU



A close-up photograph of two elephants facing each other. The elephant on the left is partially visible, showing its head and trunk. The elephant on the right is more prominent, showing its head, eye, and trunk. They are positioned in front of a light-colored brick wall, with green foliage visible in the background. A semi-transparent dark horizontal band across the middle of the image contains the title text.

# **PRESENTER ATTENDEE AGREEMENT**



# LAW OF MOTION

A photograph of a long row of red portable bathrooms. Each unit has a white sign with the 'ALL STAR' logo, 'An SWS Company', and the phone number '561-202-2355'. The units are numbered on top (e.g., P0042, P0027, P0017, P0018, P0012, P0031). A man in a white t-shirt and blue jeans is standing next to one of the units, looking down. The scene is outdoors with trees in the background.

# BATHROOMS

A photograph of two smartphones resting on a wooden surface. The phone in the foreground is an iPhone with a black case, displaying various app icons like Phone, Mail, Safari, Messages, Facebook, and Evernote. The phone in the background is a black smartphone with a QWERTY keyboard, displaying a red screen with some icons. The text "VIBRATE PLEASE" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

# VIBRATE PLEASE



# TEXTING, TYPING

## SOCIAL SHARING WELCOME

A kingfisher bird with vibrant blue and orange plumage is perched on a weathered, light-brown log. The bird is facing left, with its long, sharp beak pointed forward. The background is a soft, out-of-focus green, suggesting a natural habitat. A dark horizontal band across the middle of the image contains white text.

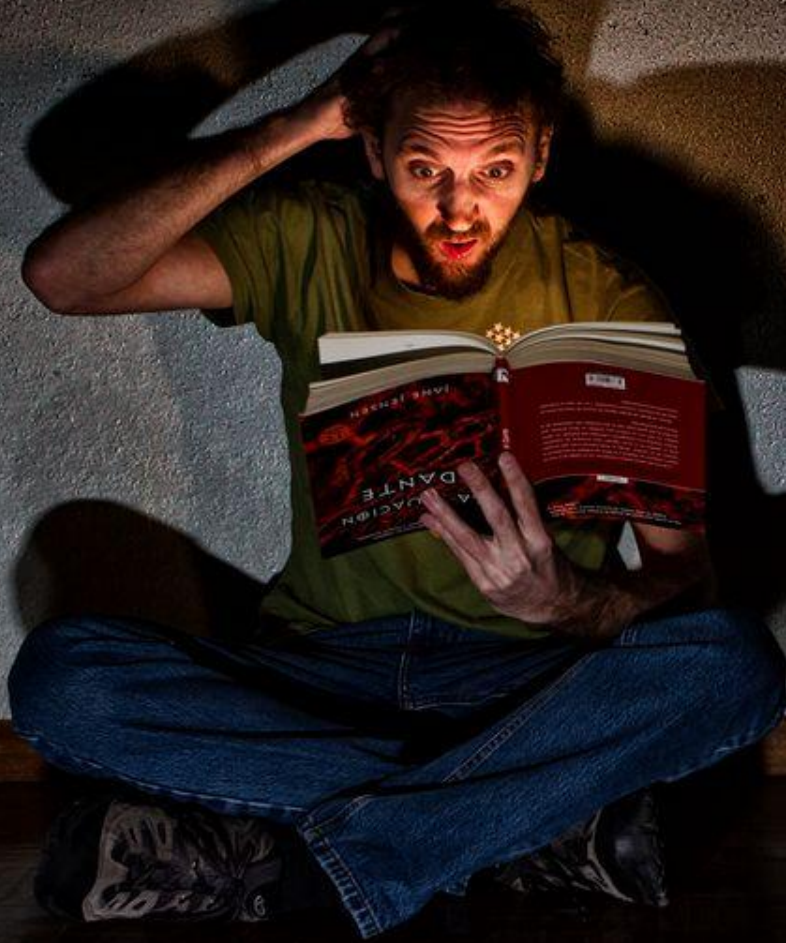
# TWEET UNTO OTHERS

AS YOU WOULD HAVE THEM TWEET UNTO YOU



**TWEET SOMETHING GOOD**  
BEFORE YOU TWEET SOMETHING BAD

# SEEK FIRST TO UNDERSTAND



52 Weeks

[V





Safe space to agree,  
disagree, ponder and  
question.





Texas Railroad  
Commission



National  
Association  
of  
Dental  
Plans



The Mark of a Professional.®



OMPI



VELVET CHAINSAW  
CONSULTING

**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.



You may decide that for the rest of your life

# Take orders

A black and white photograph of a person riding a horse along a beach. The rider and horse are in silhouette, moving away from the viewer. In the background, a port with several cranes is visible across the water. Other people are scattered along the beach. The sky is clear with a single bird in flight.

Or you can

# Be A Leader

A close-up photograph of a hand holding a magnifying glass over a vision chart. The chart contains various letters and numbers, including 'W', 'O R K', 'H A R D - 4', 'N D T O U - 5', 'N L O S E - 6', and '7'. The text 'Align your vision with the vision of your client' is overlaid in white on a dark semi-transparent background.

# Align your vision with the vision of your client



Define Your Role  
Your Purpose  
Your Event's  
Direction & Vision

A man in a blue shirt is pointing his right index finger directly at the camera. He is smiling slightly. The background is blurred, showing other people and blue bokeh lights, suggesting a social gathering or party. A semi-transparent dark horizontal band is overlaid across the middle of the image, containing the text.

# Your Turn

A man with a beard, wearing a blue shirt, is pointing his right index finger directly at the camera. He is in a social setting with blurred lights and other people in the background. The text "Your Turn" is overlaid in large white letters.

# Your Turn

**What are 1-3 issues regarding  
your job that keep you up at  
night?**

A man with a beard, wearing a blue shirt, is pointing his right index finger directly at the camera. He is smiling slightly. The background is blurred, showing other people and blue lights, suggesting a social gathering or party.

# Your Turn

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

A man with a beard, wearing a blue shirt, is pointing his right index finger directly at the camera. He is smiling slightly. The background is blurred, showing other people and blue lights, suggesting a social gathering or party.

# **Your Turn**

**List some traits of the  
21<sup>st</sup> Century.**

A man in a blue shirt is pointing his right index finger directly at the camera. He is smiling slightly. The background is blurred, showing other people and blue lights, suggesting a social gathering or conference.

# Your Turn

**Now list traits of today's  
common conference.**

A close-up, low-angle shot of a car's headlight assembly. The headlight is illuminated, showing internal components like the bulb and reflector. The car's body is dark and reflective, showing some ambient light and reflections. The text "Are you using your headlights to guide you effectively?" is overlaid in a large, white, sans-serif font, centered across the image.

Are you using your  
headlights to guide you  
effectively?

A man in a blue shirt is pointing his right index finger directly at the camera. He is smiling slightly. The background is blurred, showing other people and blue lights, suggesting a social gathering or party.

# Your Turn

**What do headlights help you  
do?**







A close-up photograph of a man's hand pointing directly at the camera. He is wearing a blue long-sleeved shirt. The background is blurred, showing other people and blue bokeh lights, suggesting a social gathering or party.

Your Turn

# **3 Traits Mentor/Leader**



What % of sessions at your  
major conference  
dedicated to leadership?



90% of CEOs see  
leadership development  
highest priority.



# Strategic Thinking

Ranked 2nd



# Industry- Sector- Specific

## Ranked Last

A man with a beard, wearing a blue shirt, is pointing his right index finger directly at the camera. He is smiling slightly. The background is blurred, showing other people and blue bokeh lights, suggesting a social gathering or party.

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

A close-up photograph of a man's hand and arm, pointing his index finger directly at the camera. He is wearing a blue long-sleeved shirt. The background is blurred, showing other people and colorful lights, suggesting a social gathering or party.

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

A bronze sculpture of four figures, likely by Fritz Koenig, depicting people sitting in large, beanbag-like chairs. The figures are arranged in a circle, facing each other, suggesting a collaborative or conversational setting. The sculpture is set outdoors on a grassy lawn, with trees and a building in the background. The image has a dark, semi-transparent overlay with white text.

- creative, collaborative, problem-solving session tackling messy, open-ended challenges

The background of the slide features two red dice on a dark, textured surface. One die is in the upper left, showing a 1, 2, and 3. The other is in the lower right, showing a 1, 2, and 3. The text is overlaid in the center.

**Designing strategic  
conversations is a craft  
– not a crapshoot.**

A man in a blue shirt is pointing his right index finger directly at the camera. He is smiling slightly. The background is blurred, showing other people and blue bokeh lights, suggesting a social gathering or party.

# Your Turn

**What do we need to design  
strategic conversations?**