“EVERYTHING IN THE UNIVERSE HAS A RHYTHM, EVERYTHING DANCES.”

– Maya Angelou
THE RIPPLE EFFECT

Do you want to be a positive influence in the world? First, get your own life in order. Ground yourself in the single principle so that your behavior is wholesome and effective. If you do that, you will earn respect and be a powerful influence.

Your behavior influences others through a ripple effect. A ripple effect works because everyone influences everyone else. Powerful people are powerful influences.

If your life works, you influence your family. If your family works, your family influences the community. If your community works, your community influences the nation. If your nation works, your nation influences the world. If your world works, the ripple effect spreads throughout the cosmos.

Remember that your influence begins with you and ripples outward. So be sure that your influence is both potent and wholesome. How do I know that this works? All growth spreads outward from a fertile and potent nucleus. You are a nucleus.

– Dr. Elaine Millam

“There’s a ripple effect in all we do – What you do, touches me; What I do, touches you.”

– Author unknown

Developed by Norma Wong
If you’re always silent and say nothing
what stories will the younger generation have to tell
if you hide yourself away in the thickest woods
how will your wisdom’s light shine through
a bag of bones is not a sturdy vessel
the wind and frost do their work soon enough
plow a stone field with a clay ox
and the harvest day will never come

– Han Shan (Legendary, c. 730)
Our plans and ideas live and grow, shrink and stall, in relationship with the plans and ideas of “others”

**Spaciousness** is required for the best strategic thinking

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**THE STANCE FOR STRATEGIC THINKING AND STRATEGY**

A “ready” stance, energy, awareness, and rhythm are crucial to a successful strategy

Being **centered and ready for change** is the winning paradox
STRATEGY –

movement and action in time and space

STRATEGIC THINKING –

to be seeing, considering, and acting in ways that would be

1. aware of and able to anticipate impacts and consequences;

2. open to multiple possibilities; and

3. able to make timely choices
CORE QUALITIES OF STRATEGIC THINKING

POSITIONING
LEVERAGING
EXPLOITING OPPORTUNITIES
ANTICIPATING
AWARENESS
AGILITY TO MOVE
A STRATEGIC ORGANIZATION

**Positioning** – What is the purpose of this action or position? Does the action or position further our specific and overall goals?

**Leveraging** – Will this action put us in a better place to do what we need to do? Will this action give us other things that we need to have?

**Exploiting Opportunities** – Is this an opening for us to take action? Why and how?

**Anticipating** – What do we need to be prepared for? Are there things that we can do now to better prepare and position ourselves?

**Awareness** – What do we need to watch for, look for, and be aware of? Do we have people and systems in place to have the best possible information?

**Agility to Move** – When the time comes to move, will we be ready to move? How flexible are we?
HABITS are unconscious, repetitive actions. As unconscious actions, habits can neither be taken advantage of nor guarded against.

Individuals have habits. Organizations have habits. Movements have habits.

COMMON NON-STRATEGIC HABITS:

– Isolating, compartmentalizing or being too episodic about strategic thinking and strategic planning

– Using planning, crisis management or a needs assessment as a stand-in for strategic thinking

– Strategy as a fixed destination

– Long strategic processes – as in months and months and months
- Scanning trends
- Reading and listening to viewpoints which are different than your own (with openness)
- Exposure to completely different thinking
- Practicing agility between the macro and the micro
- Anticipating the arc of awareness needs, and staying ahead of it
- Systematically developing sources, and systematically using information
The amount needed for a sustained, chain reaction is

Elements of **Critical Mass** as part of a Strategy:
– Dynamic and relational repetition
– Energy and excitement
– **Focus** and **A Goal/Purpose**
– Momentum
– Greater than sum of parts
ELEMENTS OF RHYTHM IN STRATEGY

– Timely execution

– The power of momentum

– Sustainable rhythm

– Maximum energy for a campaign = 100 days

– Creating ebbs, flows, and waves
ELEMENTS OF RESONANCE IN STRATEGY

- Creation of an echo chamber
- Messages that multiple “sides” can relate to
- Clarity, simplicity and repetition

**RESONANCE DEFINITION - PHYSICS**

**a.** the state of a system in which an abnormally large vibration is produced in response to an external stimulus, occurring when the frequency of the stimulus is the same, or nearly the same, as the natural vibration frequency of the system.

**b.** the vibration produced in such a state.
8-STEP STRATEGIC THINKING PROCESS

1. Naming the problem/challenge
2. What strategic purpose does the resolution of the problem/challenge yield?
3. Sharpening, clarifying the problem/challenge
4. Why? Surfacing beliefs, self-perceptions, widely or narrowly held, based in something (fact, research, practice), and tested
5. Timing – Where are we in the life cycle of the problem/challenge? Are there other events on the near or far horizon that would impact opportunities, leverage points, or deep challenges? What does our rhythm need to be in order to intersect the rhythm of the problem/challenge?
6. What are the critical questions, the answers to which would significantly guide and/or improve our chances of success?
7. What are our best opportunities?
8. Next steps? And assignments.

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Personalities, character, beliefs, tendencies, motivations and habits – all can factor into the content, strengths, and weaknesses in strategy.

Have you considered the Human Quotient as part of your strategy?