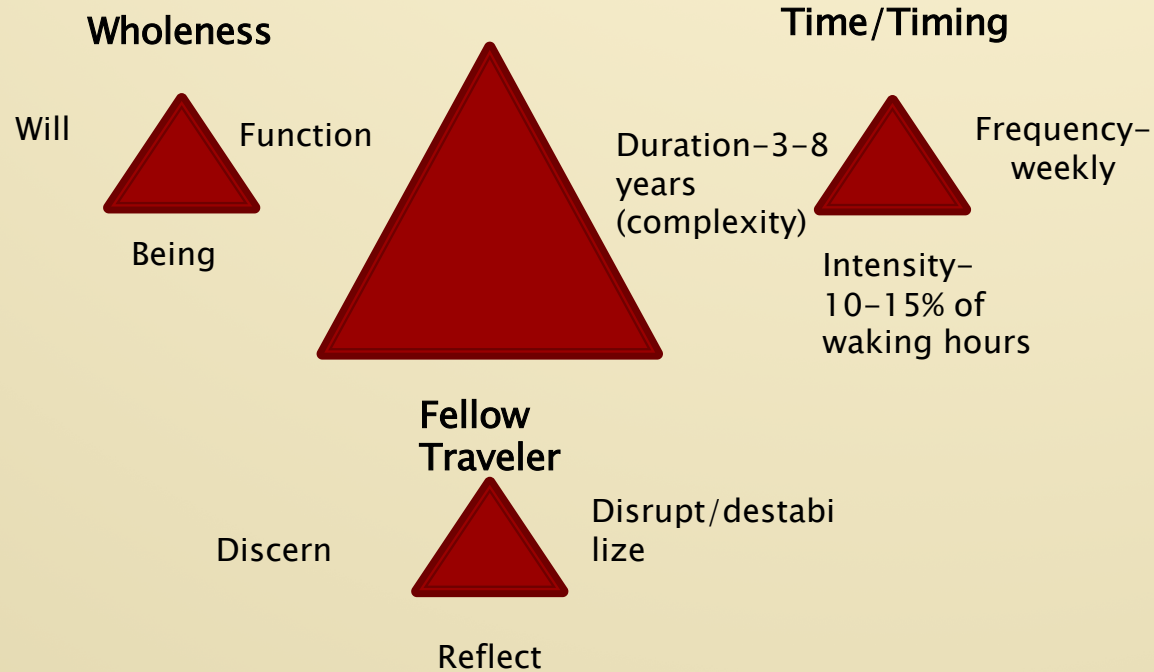


# The Regenerative Business Development Community Cohort #2 July 26, 2019

## Session Six: Strategic Thinking- Performance Indices

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# Foundational Research—Change that Sticks—Creating Growth



# Strategic Thinking System

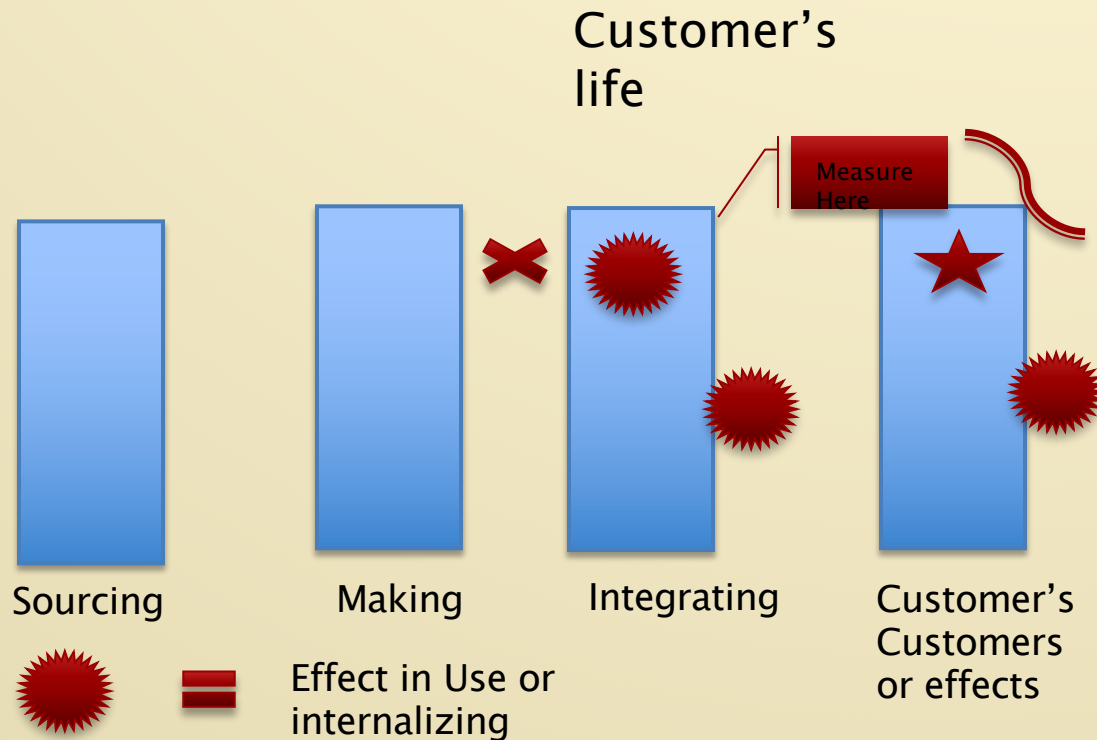
**Being**

**Will**

**Function**

<b>Performance</b>	Corporate Direction	Pursuits
Capacity	Portfolio Differentiation	Premises

# Living Systems “Value-Adding Process” View of Performance



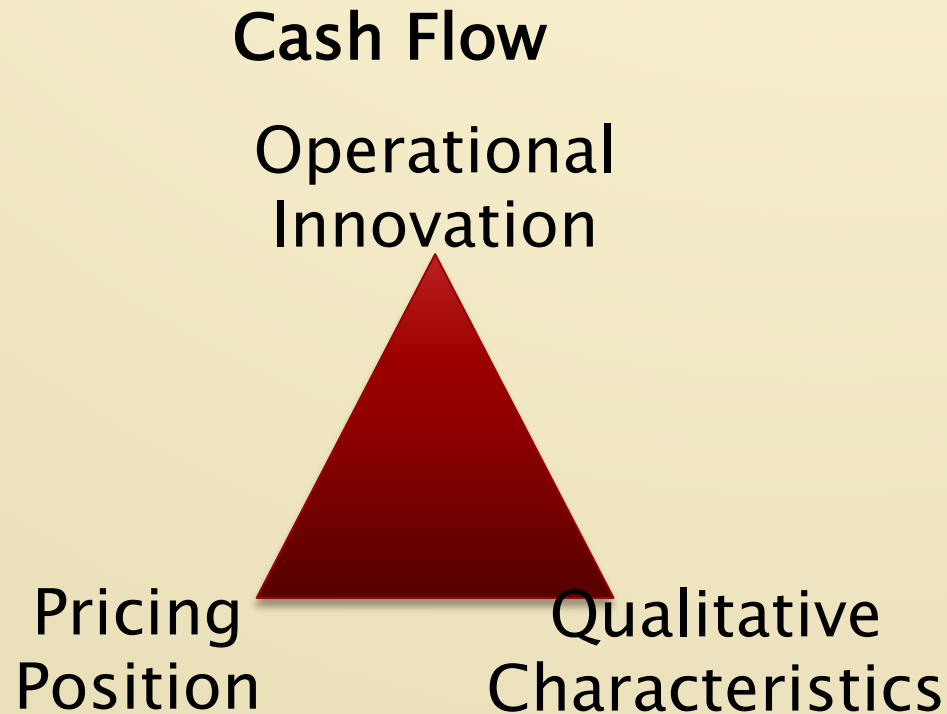
# Breakout: How do Customer's Assess Performance of their Business?

- ▶ Select a very important **customer or consumer node**. Remind yourself of their ESSENCE.
- ▶ How does their Corporate Direction (Essence etc.) provide a **unique base for Growth?** Expansion, Extension, Evolution?
- ▶ What do they **measure on the output side** of their business for each of these growth levels? OUPUT of their business, not input from you?
- ▶ What are the **implication for your sourcing, making** and evolution use of your offering in their lives?
- ▶ **Reflect** on the value and implications of this dialogue?

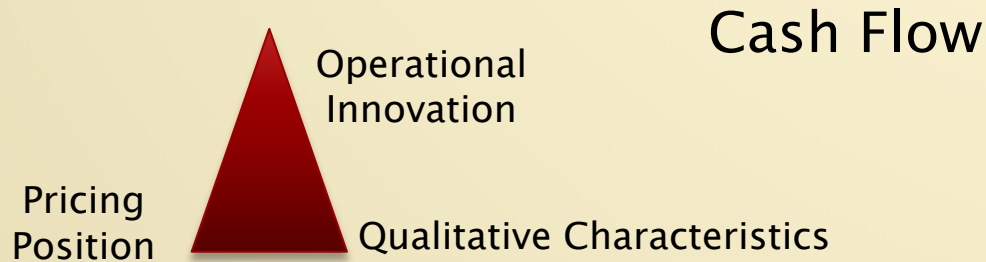
# Financial Work and Measures



# Growth of Financial Effectiveness—



# Growth of Financial Effectiveness—



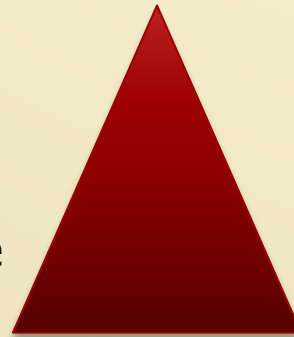
1. How is your **customer/consumer** doing in each of these 3 aspects on **Cash Flow**. E.g. What are they activating in regard to each aspect? Where do they experience restraints? What underlies the restraints that our ESSECNCE is uniquely able to reconcile. What are pursuits we could undertake?
2. **Assess our own performance** on these three aspects of Financial Effectiveness–Cash Flow, in regard to this customer
3. Where are we getting it about right? Where are we under–attending. Where are we over attending but without discernment? What is our work to do? What is a capacity we need to build or evolve to higher effectiveness



# Growth of Financial Effectiveness — Margins

Offerings  
Innovation

Resource Effective  
Effectiveness



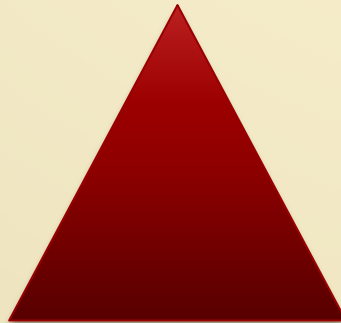
Offerings & Systems-  
Strategic Investments

Exercise:

1. Repeat the Cash Flow Exercise for Margins for the same customer/consumer node and our response to their performance indices
2. What is our work to do?

# Growth of Financial Effectiveness— Earnings

Corporate Direction with Integrity



Stakeholder Performance  
Indices

Tri-level Growth:  
Expansion, Extension,  
Evolution

Exercise:

1. What other customers/consumer nodes do we need to do this thinking about?
2. Back up and do that all the way through to Earnings
3. Assess ourselves and our customers for patterns where we can improve out performance

# Breakout & Homework

- ▶ Bring the idea of Levels of Mental Energy or Modes of Behavior into reflection practices, for everyone in the organization? Including each time you work.
- ▶ Examine on a scale, rigorously, the degree to which you are achieving the guidelines for Cash Flow, Margins and Earnings. Getting about right, too much emphasis, too little
- ▶ Consider how this way of thinking differs from how we traditionally work with achieving Financial Effectiveness.
- ▶ Where is it helpful to focus initiative that could further shift our financial effectiveness after this exploration? How to we position ourselves to take on this evolution in our way of pursuing Financial Effectiveness?
- ▶ What are you thinking to MEASURE in your customer's value adding process?

# Making A Regenerative Paradigm Work– Reflection by group on this work on Performance– Personal Performance

Abstract		Concrete
I am <b>separated</b> from it & study as an object		I apply to myself and my business ( <b>internalize</b> )
I tend to pursue fragmented issues and problems		I see the <b>dynamics whole</b> “at work” in life
I recognize when <b>dissected</b> parts are named		I image <b>alive</b> in my mind
Knowledge is the pursuit & being informed of what words & ideas mean		<b>Understanding</b> comes from engaged experience of ideas

# Upcoming Events

**Cohort 3– TRDBC Strategy Jan 17**–Let your colleagues know. Remaining dates & registration on website.

**Cohort 2– TRDBC Leadership Nov 15. 2019**

**Reminder: Specially enjoined from sharing** anything from here outside your Organization with those not attending– even in Associations. **Not open source material. Proprietary.**

**Next Meeting: # 7 is Sept 6. 11 am– 1 pm PT**

**The Regenerative Business Summit Nov. 19. 2019– Numi Tea**