

The Regenerative Regenerative Business Development Community

Strategic Thinking # 8

11.6.20 9-12:00 AM PACIFIC TIME USA

© 2020 COPYRIGHTED IDP, INC AND CAROL SANFORD INSTITUTE. ALL RIGHTS RESERVED.

Business Evolution Framework- Six Aspects of Strategy



Reflection of your Growth

1. What has changed in how you see business and strategic thinking this year?
2. What have you adopted, integrated or changed since January?
3. Personally, how have you changed this year in thinking, leadership, ways of relating?
4. How has your aspiration and motivation shifted?
5. What does this set into motion, or invite you to give momentum to?
6. What is the value to your business?

Aim for Today—Remembering

To use Corporate Direction as a Focusing process for Strategic Thinking on Initiatives, Product Development, Capacity Dev and Business Models.
Prepare for next phase— of Strategy or Leadership

Hierarchy of Leverage in Strategy Source



Exercise: Do quarterly or when activated

Regenerative aliveness of Corporate Direction, create draft on to test, focus more tightly

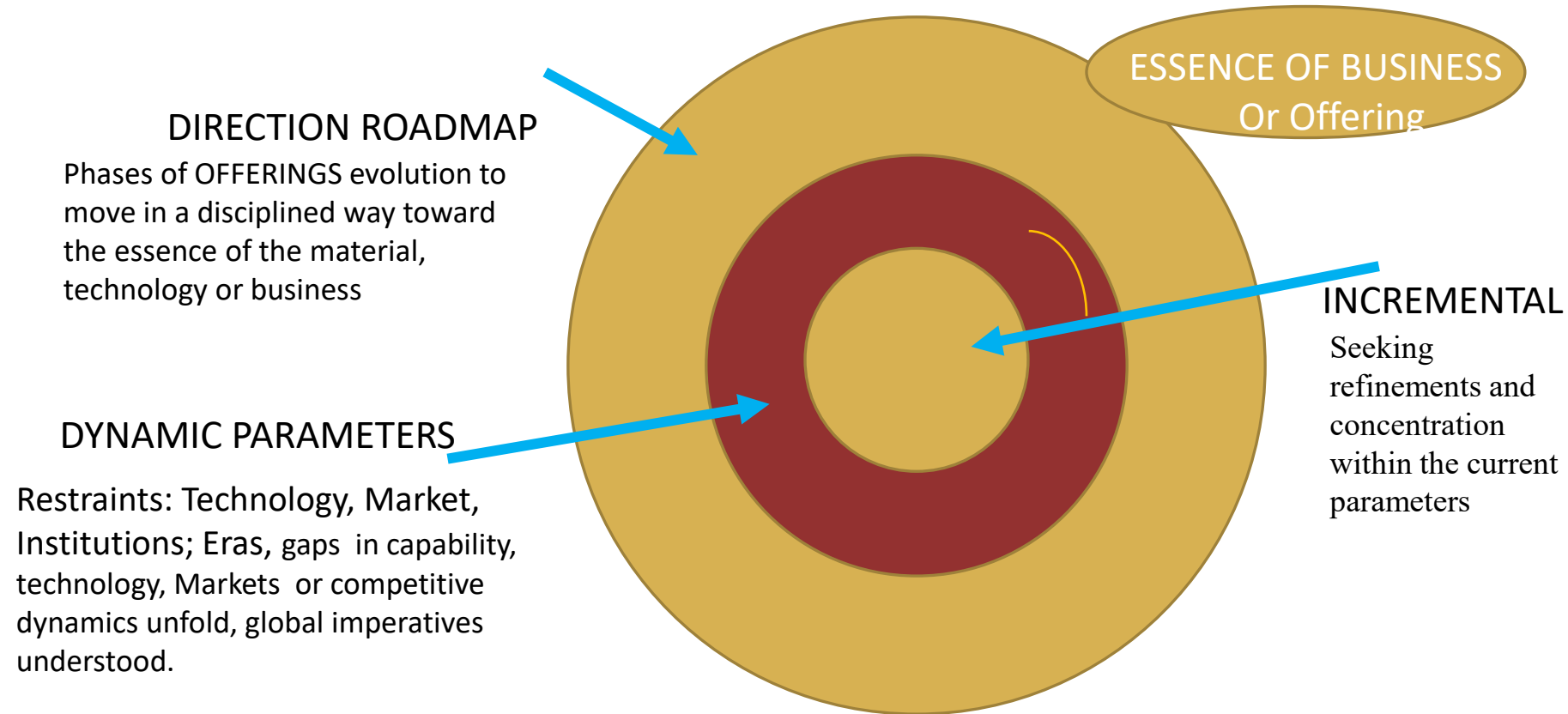
Then select a new or existing customer, supplier, distributor, that is a key stakeholder in the business, and see how there is synergy between our Corporate Direction and their Lives. Where is the some or a great deal of misalignment? Where is their further opportunity, if you put these two in One Mind. Like a partnership.

Look at your current and unfolding pursuits with your direction in mind and examine them in terms of Expansion, Extension and Evolution Growth. What does your Corporate Direction make possible and imperative for displacing offerings in the market and evolved way to meet any remaining need it meets?

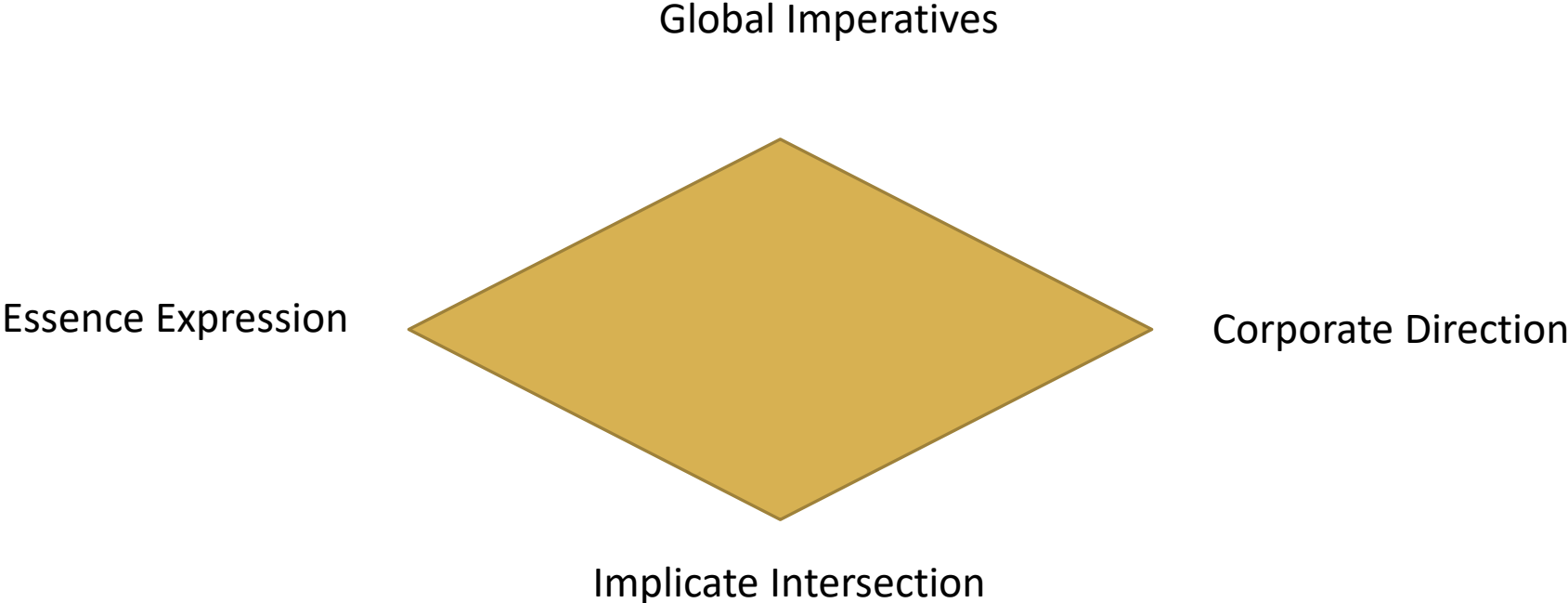
Where can you join with unfolding changes in other industries and technologies given your corporate direction? Any Incremental endeavors possible that better align current work with evolved CD?

Examine how you 'go to market' and what your corporate direction offers that required an evolution up and down stream. Where can you better meet your buyers and make it part of you offering?

Strategic Framework—Essence as Source



Laser Focus: Corporate Direction



Focusing Statement- Concrete for daily decisions

Who are your buyer's market? Who are you serving?

What you **do for them**, that is **urgent and important for their lives**, with your offerings? How can your **change their lives? Give them more capability to carry out their essence expression?**

What is the set of **intersections** where you sit that imply a unique positioning (implicate)?

HOW will you do that? That only your business can do because of your Essence?

What new capability are you bringing to your set of buyers?

Test to see that everyone in the business can use this for HOW they work on the role in the VAP.

ALL GOOD- Essence is from Birth

RYAN

core process: ignite perspective

core purpose: align self and world views

core value: evolve society

CAROLINE

core process: source from field

core purpose: challenge energies

core value: ground intentions

ALL GOOD

core process: elevate platform

core purpose:
awaken community

core value:
regenerate hope

Example: 7th Generation, Inc.

Example:

7th Gen. **We are an Authentic Voice** (create a field of transparency (1. Jeffrey's Essence) **for buyers** (e.g. natural parents, chemically sensitive) (2. building discernment ableness and intelligent decisions (3 How-prime global imperatives for SVG is an educated citizenry and consumers). **where family & Ecological health cross**, (the Implicate Intersection— home and life.)

SVG is **THE trusted Voice (authority)** in personal and household care where they want and need to be discerning about the likely effects of personal and household products on their families' health and effectiveness, in a way that makes sustainability understandable, practical and provides benefits to living systems (human and ecosystems).

Coming up: For YOU!

Your Next Step: Leadership #3- For you as your next step. Begins in January 8, 2021 Sign up Now

Join Us: The Regenerative Business Summit— November 17, 2020, Focus of Governing Boards

*******Invite Others*******

New Strategy Cohort #4 Session 1 – Please **tell your friends**. Invite people **who benefit** from being here January 15. 2021

The Regenerative Governing Board Community - Do you have a Governing Board- **Directors, Advisory; or sit on a not-for-profits board. Invite** them to a 2 years process of applying Regenerative Principles. Join US! Bring 3 members. Begins in January 29, 2021

Business Evolution Framework- Six Aspects of Strategy

Performance	Direction	Pursuits
Capacity	Portfolio Management	Market Business Frameworks

Summit 2020: November 17, 8 am-3 pm

Regenerative Governing Body:

For Boards of all Types: Directors, Association, Not for Profit,

What is the Essence of Governing Regeneratively — 5 Quantum Ideas. Come and bring a your board (or some members)

Focus for 2020:

- Intro to Five Regenerative Governing Principles
- A Nodal Intervention—The Quantum Approach to Racism, Diversity and Inclusion, Social Justice

Investment: \$597/3 Board Member (minimum required). May add more for additional fee.

Eternal Essence Reveal

If you have an Essence Discover process, use that work. If not, there is another option.

- Trade for Eternal In-depth precision with Carol. – Get the books plus the work done
 - 100 books-The Regenerative Life
 - 50% discount off publisher's price when we arrange with them
 - Share books inside organization and with suppliers and customers
- We set up appt to do an Essence Reveal- e.g. Associated Labels and packaging