



NAHU Leadership Forum - 2018

Keynote Presenter – Judy Hissong “The Strategy of Leadership”

Judy Hissong is dynamic and engaging, weaving her athletic background with her C-suite experience into content that captivates and entertains audiences of all sizes. She challenges participants to be their best selves through experiential learning. Nesso Strategies is her company, where she partners with professionals for strategic planning, leadership development, and executive coaching.

The Strategy of Leadership

Less than 4% of the Fortune 100 CEO's are strategic thinkers. The only way to grow your strategic thinking is by practicing it. The development of an association is the examination of what we need, what we reward, and what we are doing. This is also a cornerstone to developing a business. We will explore how these three intersect, and the strategic thinking skills that are required to advance your Chapter, and your business, incorporating an exercise (or two) to have the attendees practice and play with the skills will anchor the learning and stretch them.

First Segment:

- Overview of Strategic Leadership, specifically first three components,
- Differentiate strategy and tactics
- Discuss relevance to Chapter leaders (business people too)
- Tabletop: What is your Chapter's purpose? (why do you exist?) (Critical thinking component)
- Report out, discuss in the room, tie back to strategy, especially anticipation (Anticipation, Interpretation)
- Impact on volunteerism?

Break

Second Segment:

- Discuss second three components of strategic leadership
- Tabletop: What is your Chapter doing to attract volunteers? New last year? Ideas for coming year?
- Report out, discuss in the room, tie back to strategy and tactics (Align, Learn)
- Relationship between strategy, tactics, and accountability
- Tabletop. What will your focus be this year? (Decide)
- 30-60-90 cards