

Thriving in the Storms of Chaos as it relates to Strategy

Creating a Useable Word Picture to Describe Strategy
in Changing Times

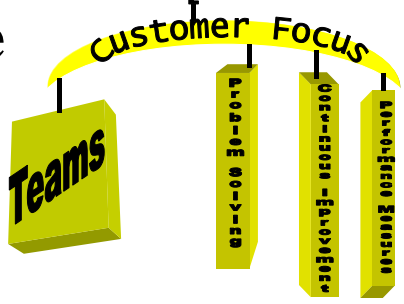
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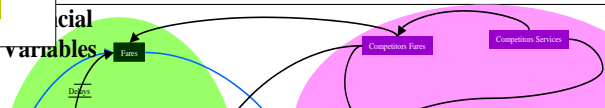
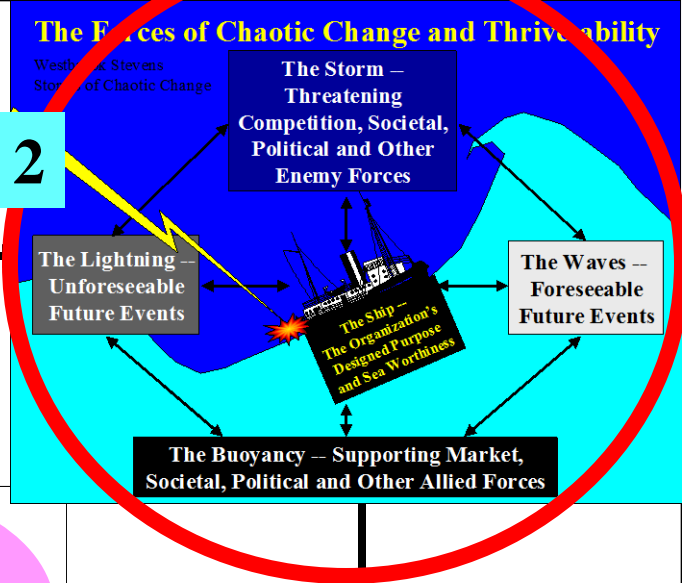
Leadership 

Phase 1

The Big Picture



Phase 2



Phase

Phase 3

How Can We Understand And Navigate Through Chaos?

Before A Change

Productivity, Morale, Quality

Planning and Leadership

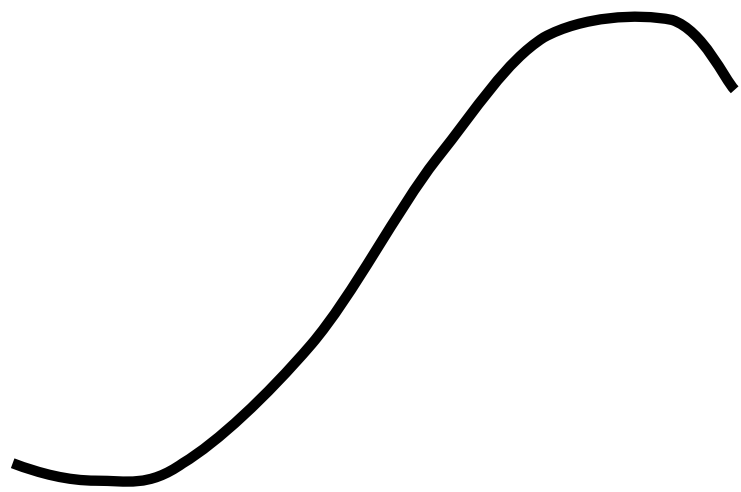
History of Commitment

Communication

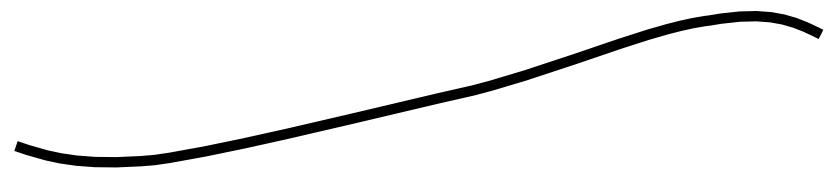
Domestic

Communication

“S” Curves



Abernathy and Utterback, 1978

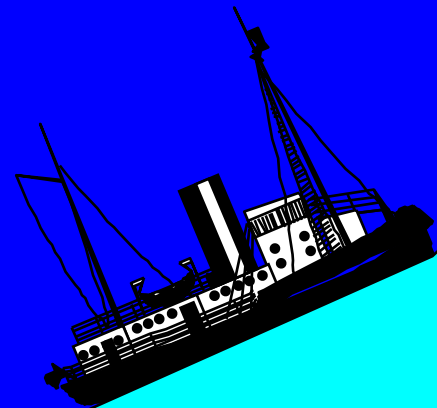


Olden Days

The Forces of Chaotic Change and Thrive-ability

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Storms of Chaotic Change



**The Waves --
Foreseeable
Future Events**

Trends in Information

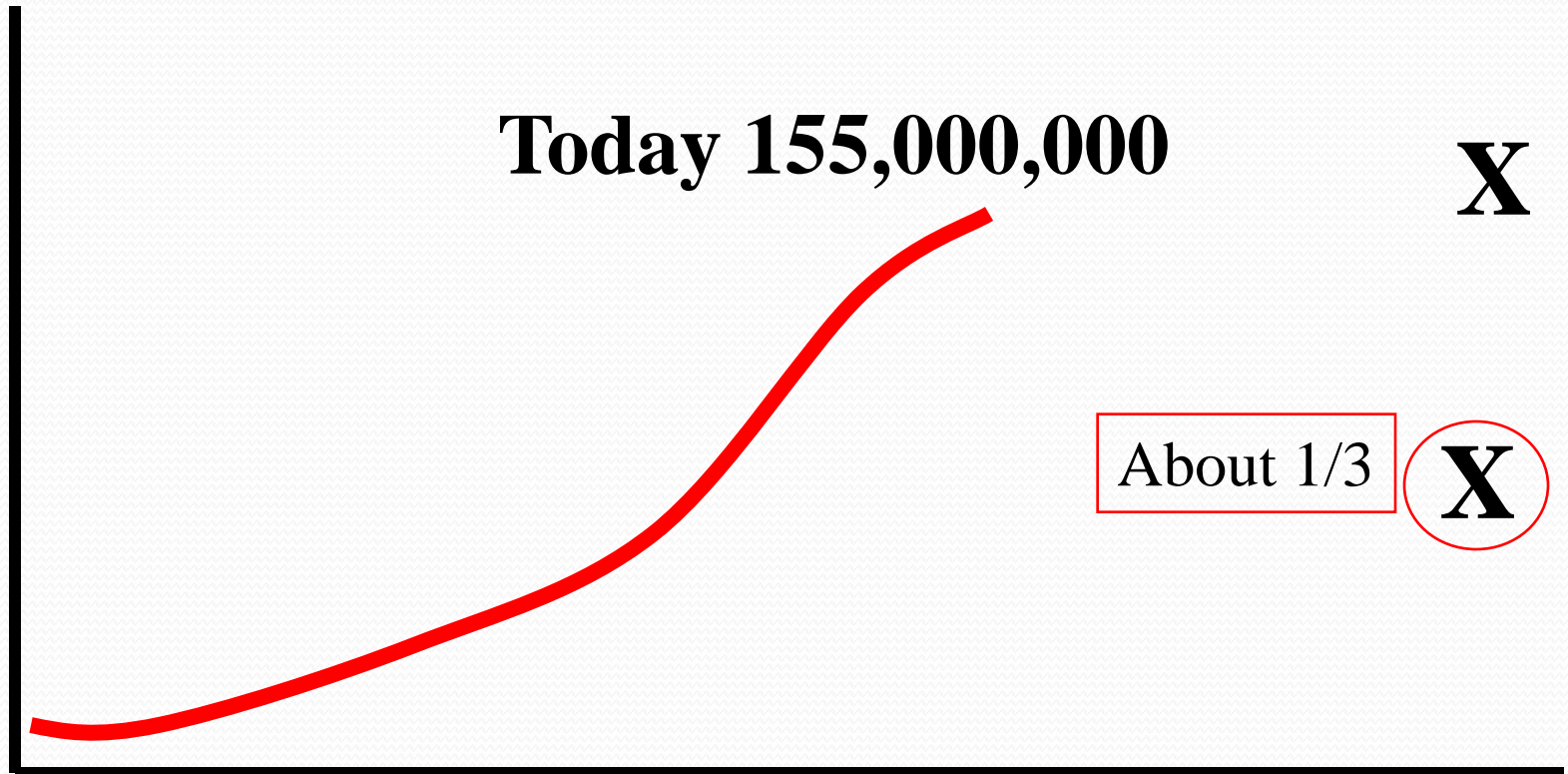
1. Every two or three years, the knowledge base doubles.
2. Every day, 7,000 scientific and technical articles are published.
3. Satellites orbiting the globe send enough data to fill 19 million volumes in the Library of Congress – every two weeks.

Other Trends in Information

4. High school graduates have been exposed to more information than their grandparents were in a lifetime.
5. Only 15 percent of jobs will require college education, but nearly all jobs will require the equivalent knowledge of a college education.
6. There will be as much change in the next three decades as there was in the last three centuries.

Japanese Population Growth

X



Today 155,000,000

X

About 1/3

X

Over the Next Century

The New Certainties

- The Collapsing Birthrate in the Developed World
 - Japan, South Italy, USA, etc.
- Fewer Children
 - More money spent on the fewer children
- Shift In Demographics
 - Older Population
 - Shift in retirement ages
 - Shift in worker policies

Peter F. Drucker, *Management Challenges for the 21st Century*, Harper Business, 1999.

Values and Ethics and Spin

- Shifts in Conservative and Liberal Thought
- Media and Ad Coverage Issues
- Selfishness over truth
 - Social Diseases
 - Value Placed on Life
 - 3 out 5 Marriages End in Divorce
- Physical Abuse

Project Management

- Complexity of problems
- Growth in number of project oriented organizations
 - The Project Management Institute (PMI) was established in 1969
 - By 1990 it had 7,500 members
 - 5 years later, over 17,000 members
 - And by 1998, it had exploded to over 44,000 members
- This exponential growth in the use of projects

What changes are expected

- More effective organizations and quality improvement.
- Quicker decision making.
- Flatter organization.
- More Project Management/Team Work
- More effective communication.
- Decline of unions but rise in expectations.
- Increase in levels of education.
- Share in profits and other benefits.
- <http://www.westbrookstevens.com/culture.htm>

The Forces of Chaotic Change and Thrive-ability

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Storms of Chaotic Change

A yellow lightning bolt strikes a black and white steamship from the upper left. The ship is tilted upwards, and a red and orange starburst effect is at the point of impact. The background is a dark blue sky with a large, light blue wave on the right side.

**The Lightning --
Unforeseeable
Future Events**

**The Waves --
Foreseeable
Future Events**

September 11

"That day will be a day of wrath, a day of distress and anguish, a day of trouble and ruin, a day of darkness and gloom, a day of clouds and blackness."

Zephaniah 1:15

Passage for the Day: Zephaniah 1:14-18

I have prayed against political tyranny and unfairness and injustice. I have prayed for a miracle, for proof of God's existence. But as I read the prophets' descriptions of the day when God finally will take off all the wraps, one prayer overwhelms all others: "God, I hope I'm not around then." God freely admits he is holding back his power, but he restrains himself for our benefit. For all scoffers who call for direct action from the heavens, the prophets have ominous advice: Just wait.

— Philip Yancey



The Forces of Chaotic Change and Thrive-ability

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Storms of Chaotic Change



**The Lightning --
Unforeseeable
Future Events**

**The Waves --
Foreseeable
Future Events**

**The Buoyancy -- Supporting Market,
Societal, Political and Other Allied Forces**

The Buoyancy

- **Personal**
 - **Physical, Emotional, Spiritual, Mental, Church, Family, Friends...**
- **Supporting Markets,**
 - **Customers, Clients, Suppliers,**
- **Societal,**
 - **People Are on Your Side, Your Business Is Popular,**
- **Political,**
 - **Rules Are on Your Side**
- **Other Allied Forces**

The Forces of Chaotic Change and Thrive-ability

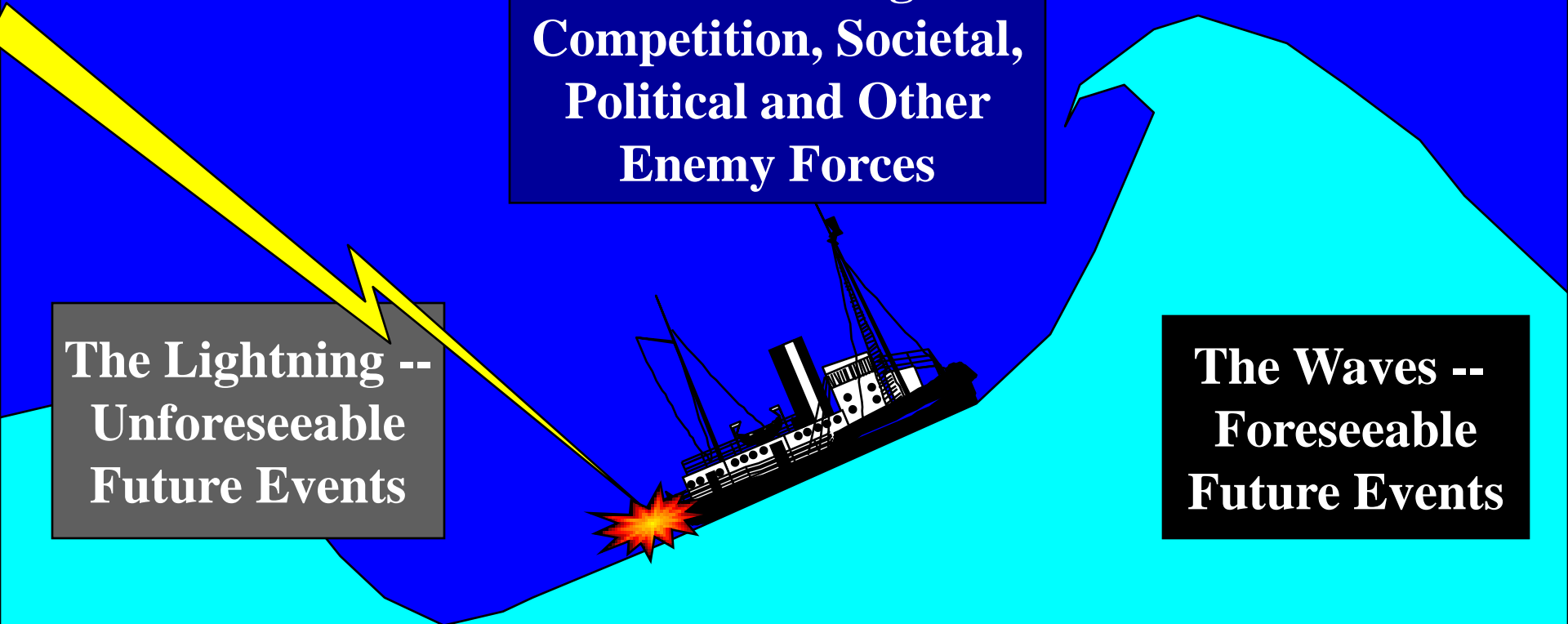
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Storms of Chaotic Change

**The Storm --
Threatening
Competition, Societal,
Political and Other
Enemy Forces**

**The Lightning --
Unforeseeable
Future Events**

**The Waves --
Foreseeable
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**The Buoyancy -- Supporting Market,
Societal, Political and Other Allied Forces**



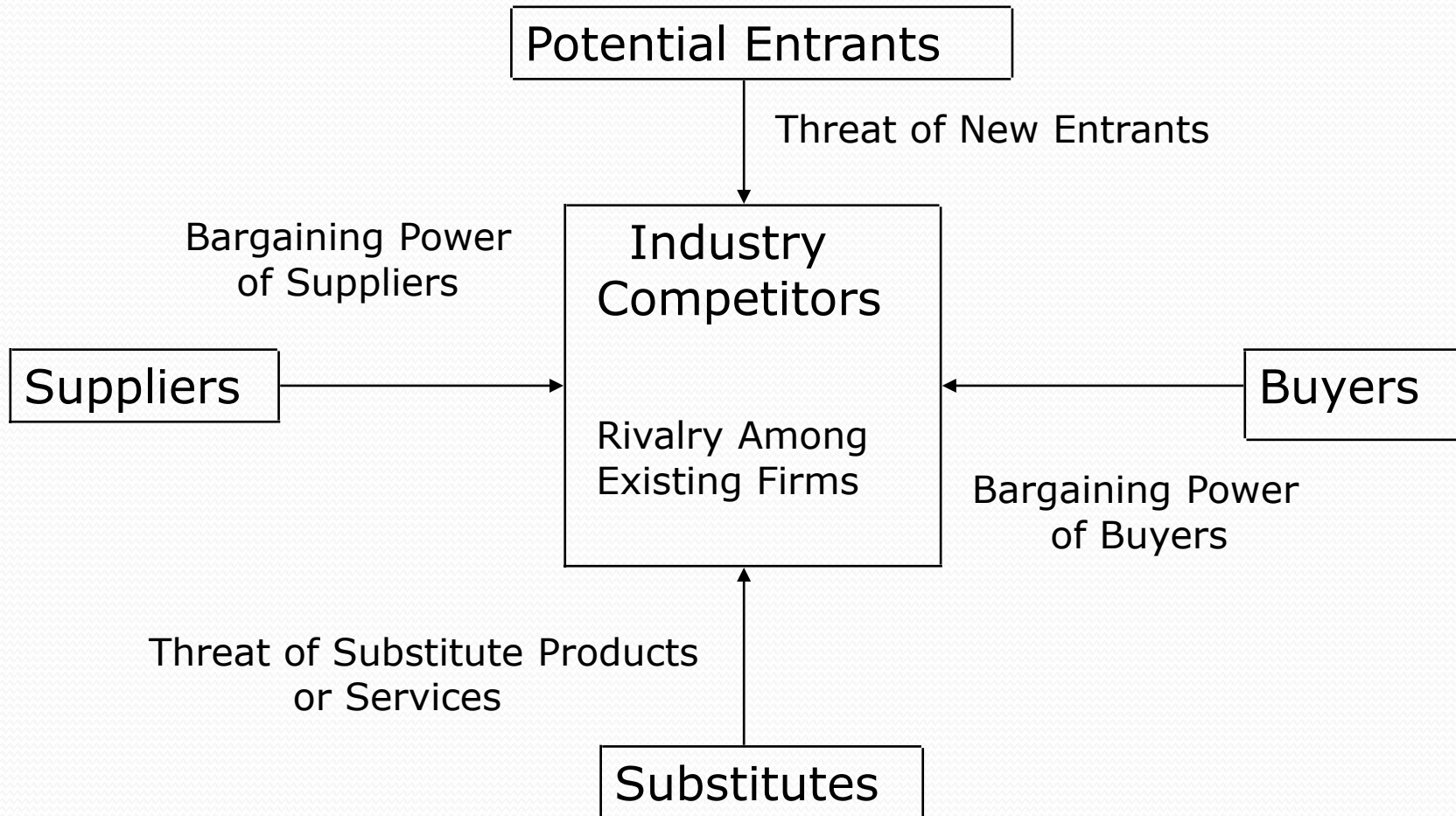
Andrew Grove,

Chairman and CEO of Intel Corporation

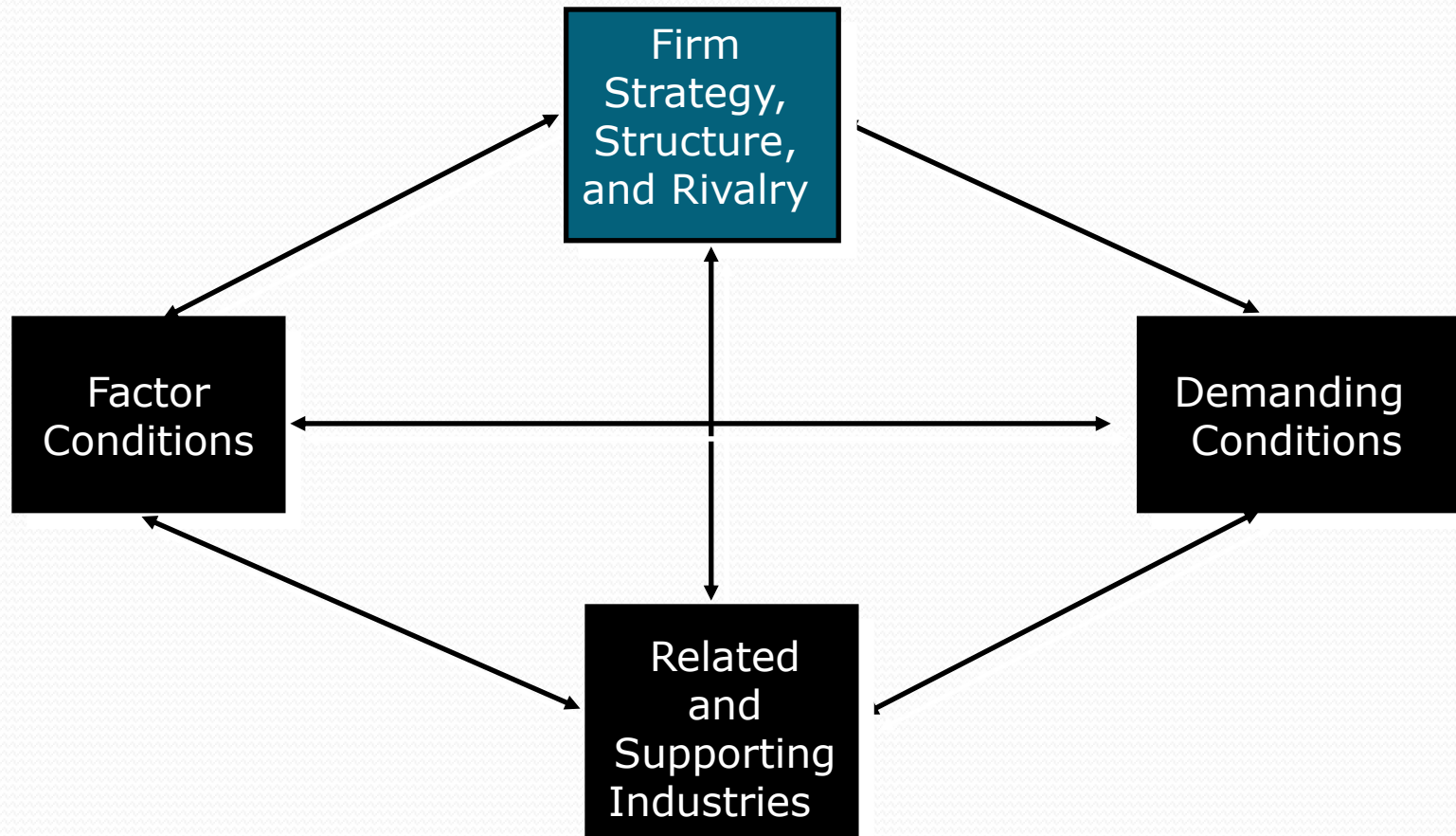
- It used to be that when we had a good idea, we had some time to implement it.
- Now we find that 6 other companies have the same idea.
 - Some are ahead of us and some are behind us.

Forbes Great Minds of Business

The Porter Model



Determinants of National Competitive Advantage



The Forces of Chaotic Change and Thrive-ability

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Storms of Chaotic Change

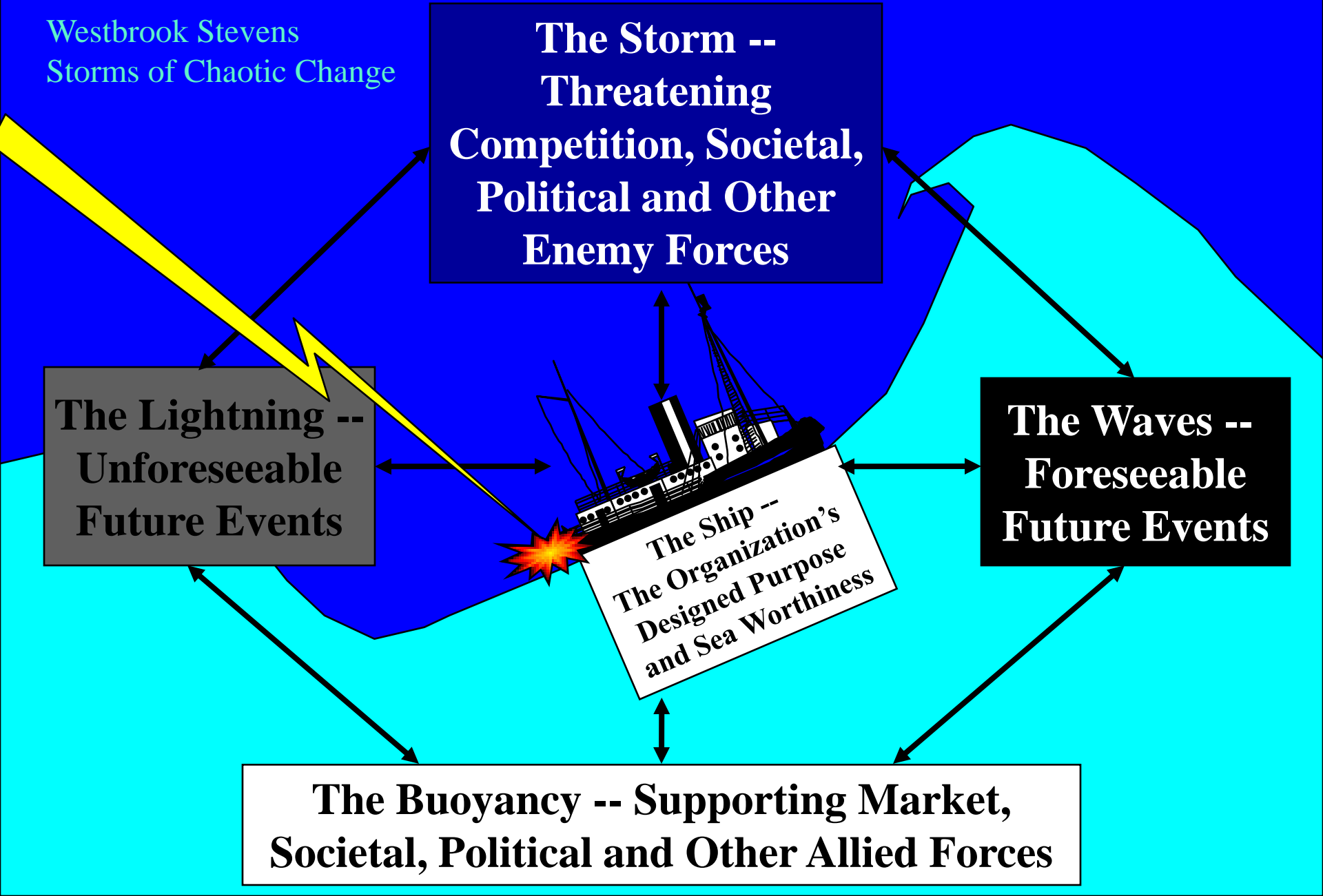
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**The Lightning --
Unforeseeable
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**The Ship --
The Organization's
Designed Purpose
and Sea Worthiness**

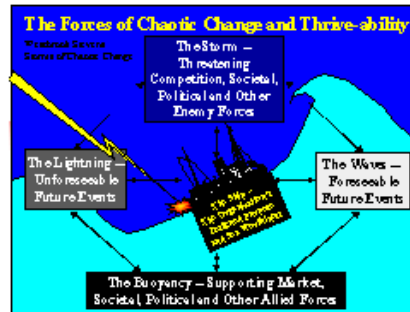
**The Buoyancy -- Supporting Market,
Societal, Political and Other Allied Forces**



The Storm



Waves of Trends



SWOT Analysis

- Team Exercise
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats

Read the list and Ask

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What Important Issues
do You See Coming
For Your Organization
Over the
Next 5 Year

The Lightning



The Buoyancy



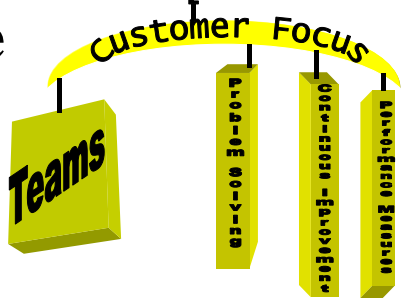


<http://www.westbrookstevens.com/Step%202.htm>

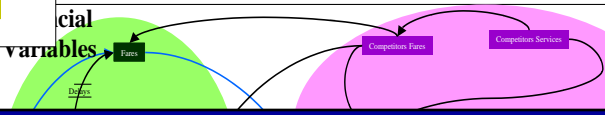
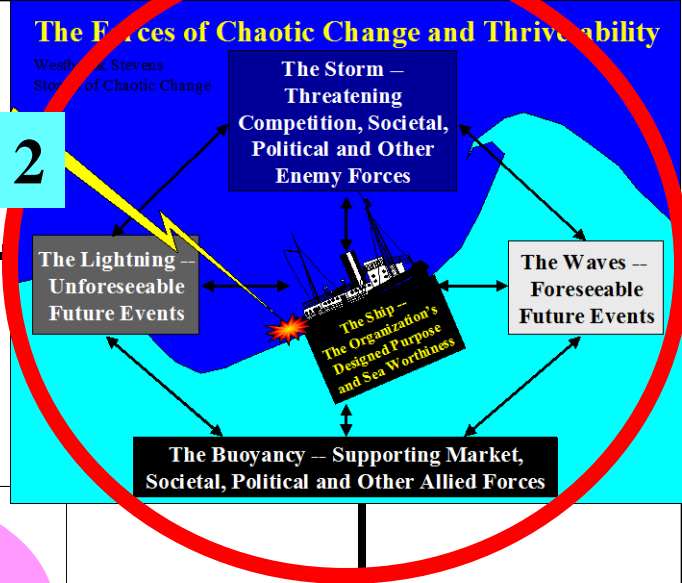
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