

Synergy Strategic Planning Model by KD5BJ

Through the years I learn to appreciate the value of a good, inspiring leader and the danger that a failed leadership has on family, a business, or an organization. Even a government is subjected to prosperity or failure dictated by good or bad leadership.

What does a good leadership consist of, then? Two answers are found in how you treat those around you and how you develop a good plan. As I am redesigning my business and started researching for answers, I encountered a website called SynergyTeamPower.com. I found it insightful, and since I talked about Synergy, a word I never heard before, last time I held a training, I thought it fit to share tonight a few things more things I learned. After all, this synergy, again, will help us in ARES as well.

In the Synergy Strategic Planning Model, the core principle is that organizational effectiveness is achieved through committed leaders, president, directors, officer, or the like, who see the organization as a whole. This happens quickly by empowering individuals working in teams toward a clearly defined objective. We need to boost our efficacy through proper organizational development.

The difference between Traditional Strategic Planning and Synergy Strategic Planning is in managerial focus.

Traditional Strategic Planning generally implies top executives deciding their goals and means to make them achievable, and then, assuming, sometimes wrongly, that they are the same for everyone in the organization, they write them down to be adopted top down by all the members of the organization.

The Synergy Strategic Model works differently. It suggests that goals and plans are achieved through committed leaders who see the organization as a whole and empower all members of the organization to work in teams toward a shared destiny.

An organization, made it of volunteers or of paid employees, changes overtime to keep up with the times, and it is vital that these changes involve the very people that comprise the organization. These people need to buy into the goals, aims, and wishes that are behind the change. Just because the Board of Directors or the Team Chair says so, does not necessarily mean that it will be so.

Sometimes it is a just a question to get everyone familiar with the technology, or the way to achieve a target, some other times, there are different technologies or aims competing with each other. This does not always mean that one way it is better or best, but it certainly means that the decision needs to come through a friendly exchange of ideas and discussions, to find the common denominator, or critical mass, to obtain the agreement to achieve the desired success.

We Lee County ARES original members experienced the Synergy Strategic Planning process when Larry Crabtree W5JVJ generously came to Lee County to help us with our Business Plan. We are exceedingly thankful to Larry for his time and effort to lead us in the process. However, he warned us that we need to keep the plan up to date and be able to change it as the group changes. And we have not done that, yet. Good reminder for us to add it as an agenda item to our meetings.

The Synergic Strategic Planning process gives us a chance to re-evaluate with clarity what we need for success, revisiting the strength, weaknesses, opportunities, and threats to our success. Perhaps we can

achieve this even better now that we have grown and have a little experience under our belt than we could a few years ago being so young and fewer.

We can coordinate our personal individual skills and preferences of service, our niche if you will, in view of our most important services that we offer to our County, sharing them among ourselves and then with our served agencies. Instead of taking for granted that we are all on the same page, we can harmonize our niches to our common mission and become proficient in each field. Like SynergyTeamPower.com points out, "There is nothing more powerful than a passionate team of people, willingly aligning their goals with the company mission and working toward a shared destiny. It is the energy source of success."

For empowering each individual to work through his niche toward a common vision, with a clear set of values, and defined goals, members should detach themselves from their own ego and pride as it could make the atmosphere detrimental to others.

Strength of character and personal confidence are necessary to learn true leadership power that must be earned through honesty, competency, trust and respect. No one can lead others if they cannot lead themselves. Like the Biblical proverb, 16:32, says, "It is better to be patience than powerful; better to have self-control than to conquer a city." You have to trust yourself enough to trust others, allowing them, therefore, to perform to their highest potential. All this creates an atmosphere of high positive energy that allows everyone to grow and develop.

Shared destiny is vital in the success of an organization, a business, or ARES. It can also be a powerful financial engine.

People generally do not align themselves with bad business practices, greed, exploitation, ill manners, verbal or emotional abuse, betrayal, and false promises. Members and served agencies can read between the lines very well. Team players don't generally play this game.

Team players like integrity, truth, honesty, respect, efficiency, kindness, gentleness, self-control, and maintained promises. Transparent information sharing is vital in an organization, especially during changes. And changes should follow ethical principles to build trustworthiness among all. Strength of relationships, the work environment, the importance of the goal or goals, and the personal rewards (and financial rewards for a business) are stronger and more positive in a synergic team.

I will keep digging into this subject, but for the moment this was the training for tonight, This is KD5BJ back to net.