

NEBRASKA ASSOCIATION OF PUBLIC SCHOOL FOUNDATIONS

Strategizing for Impact:

Future Planning Doesn't Have to Be (Too) Daunting



Connect the DOTS NAPSF 2021 Virtual Fall Conference

Nov. 8, 2021

Beth Morrissette & Valerie J. Calderon, Ph.D. Parlay Consulting Firm

Welcome!



Beth Morrissette, MPA, MSW Founder & CEO bethmorrissette@parlayconsultingfirm.com linkedin.com/in/bethmorrissette/



Valerie J. Calderon, Ph.D. Dir. of Strategy & Research valeriecalderon@parlayconsultingfirm.com Twitter: @DrValJC linkedin.com/in/valerie-j-calderon-ph-d-113702b



Strategizing for Impact

S Ask & Listen

- Make Space & Time
- Create Hope



Ask & Listen

Tips for Gathering Stakeholder Input

- Consider all stakeholder groups.
- Think carefully about what you would like to know.
- Ask things only your stakeholders know the answer to.
- Be concise.
- Keep the end in mind.

- Mix it up.
- Simply state your purpose.
- Invite feedback on your tools.
- Be hospitable.
- Share what you learned.



Make Space & Time

Dostvaardic



"Strategic planning is akin to unfolding a map that reveals your organization's pathway toward the future. It's a journey to discover the best way forward, while acknowledging important landmarks along the way."

Make Space & Time

- Include in board member onboarding.
- Set the expectation.
- Invite support.

- Include stakeholders.
- Aim for actionability.
- Be ready to re-goal.



Create Hope

-

.



Describe a recent moment or image that inspires hope for you. (Type in chat!)

Hope is the Belief ...

... that the future can be better than the present and

that we have the power to make it so.

— Making Hope Happen, Shane. J. Lopez



Hope ≠ Wish



Hope Can Be ...

- Learned
- Practiced
- Measured
- Created

- Shared
- Nurtured
- Prioritized
- Strategized

Hope is Linked to ...

- Academic performance
- Noncognitive metrics
- Showing up
- Workplace outcomes
- Happiness (and other) measures



Create Hope by ...

- Spotting strengths
- Storytelling
- Mentoring
- Building well-being

- Goal setting
- Re-tooling and re-goaling
- Auditing your messaging
- Networking



Go Forth & Impact!



 $\widehat{\mathcal{D}}$

Create ripples of hope.

Ask and listen well.



Make space & time to think and plan strategically.



