

# Leadership of My Organization

The second program in our retreat series, *Leadership of My Organization* focuses on strategic thinking. You'll become more aware of industry forces and how they may be affecting your organization. In addition, you'll be introduced to a framework that combines your personal values and organization's purpose with a big, hairy, audacious goal. In a nutshell, you'll start thinking like a futurist.



## Participant feedback

"I loved the retreat; the curriculum was different from the retreat I attended before. One thing I particularly liked was a discussion about the anatomy of a business. It helped me better understand second stage and what I need to do to continue growing."

"Unlike working with consultants, which can be very esoteric, the retreat's content was robust. I came away with new concepts that I could incorporate into my marketing or business plans. The foundation really knows entrepreneurs."

— Kathleen Duffy Ybarra,  
CEO of Duffy Research in Phoenix

"The group exercises were very helpful, especially a visualization activity that required chapter members to think about where they wanted their companies to be in five years — and how they would get there."

"You won't know how beneficial a retreat is at Big Rock Valley until you go. The Edward Lowe Foundation was created for second-stage entrepreneurs, and programming is designed especially for them. I stressed that to my group, and now they're believers."

— Celia D. Crossley, CEO of  
Celia D. Crossley & Associates in Columbus Ohio,

## What you'll learn

- A new way to think about future threats and opportunities.
- A deeper understanding of market turbulence and how it may be eroding your profitability.
- How to craft an actionable document that captures your vision for the next five years — and how to communicate that vision to your team.
- How to take your strategic thinking into action throughout your organization.

## Why it matters

- A critical aspect of leadership is being able to anticipate the future, which enables you not only to plan effectively but also to react and adapt to surprises.
- If you as the leader don't know where your organization is going, no one does.
- Increase your ability to engage employees and get them excited about the future — both in terms of the organization's growth and their individual roles within the company.
- Understand the nature of new entrants to your industry and how to hone your competitive edge.