



## BACKSTORY

You have heard it before, plans are useless, planning however is invaluable. Understanding the difference is one of the markers of mastery.

Approaching your planning as an amalgam of disciplines of leadership, change management, ownership and accountability is another marker. So instead of thinking about "the what" think about "the how."

Jen Reed-Lewis has been facilitating strategic processes with leaders for over twenty-five years. Her spirited facilitation keeps people focused while making the task of planning quite fun.

## CONTACT

PHONE:  
250-247-9872  
604-317-5333 (cell)

EMAIL:  
jen@westcoastapproach.com

## SAMPLING OF OUR CLIENTS

Campbell River Medical Assoc.  
CHEOS  
Chimo Gymnastics Club  
Fraser Health  
Gymnastics BC  
Horse Council BC  
Southpointe Academy  
Vancouver Coastal Health  
UBC School of Population Health

# MASTERING STRATEGIC PLANNING



## SENSIBLE PLANNING IN A CONSTANTLY CHANGING WORLD

### HOW DOES THIS FACILITATION SERVICE HELP?

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Let's be honest, you are a leader, and you obviously have some if not a lot of people smarts to get you to where you are today. People smarts, however, does not necessarily equate to process smarts. Skilled and experienced facilitators get people, but they also have extensive training in creating safe places for people to share, listen and learn together in an engaging environment. Getting to the learning part is the tough part. Power dynamics, politics, emotions, motivations, and fear of change often get in the way of effective planning processes. This is where a third-party facilitator can guide a carefully designed process to unfold the plan that will best meet your organization's long-term needs.

Wicked questions, intractable problems, and organizational contradictions. Crunchy conversations are important to embrace but often leaders have a perceived power advantage that inhibits surfacing vital information or provokes protectionism that reduces the quality of candor for effective breakthroughs.

Finally, we bring a sense of caring to what your organization is pursuing. Yes, we bring extensive knowledge, skills, and expertise to planning. However, our distinction is the passion we bring out in the room. Put simply, we bring out people's best. Seeing what talent, brilliance, conviction can create is what fuels us to make your strategic planning efforts effective, meaningful, and motivating.

### WHO CAN BENEFIT FROM OUR MASTERING STRATEGIC PLANNING SERVICE?

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If your need for a strategic plan has these characteristics/qualities than you and your organization may benefit from a no-cost consultation for us to mutually assess fit and cost.

- Your organization supports a co-creative direction-setting process and stakeholders' buy-in is essential
- As a leader, you respect others' viewpoints and are open to honest feedback
- It is strategic direction setting you need, not activity/operational planning. You value strategic planning as a cyclical process not an event.