

SUCCESS Strategy

How to Leverage Third Party Opportunities,
Make Stronger Industry Connections,

Strengthen and Reinforce your Chapter and
Achieve Personal Goals

ABOUT

DIVING
DEEPER

TIMELINE

NUMBERS
& The Big
Bang
Theory

A CASE FOR
ACTION
GET IT
DONE!

Rita Brown
BCC+/GLE/GLO





Career
Advancement

DEFINE: Success

Influence

Money

LEGACY

Satisfaction

Impact

Growth

What
drives us

**OUR
IMPACT**

What's Your Driver?

Keep it Simple. You can have more than one....but know what pushes you over the goal line first, and second!



OUR IMPACT

What's the difference
you want to make?



#PA partners with
Trades
Business
Education
Professional Associations

Measuring
success

Key
components

Measuring success

Start with a blank slate and work through these four steps in sequence.

- 1. Define your governing objective. ...**
- 2. Develop a theory of cause and effect to assess presumed drivers of the objective. ...**
- 3. Identify the specific activities that employees can do to help achieve the governing objective. ...**
- 4. Evaluate your statistics.**

The True Measures of Success - Harvard Business Review
<https://hbr.org/2012/10/the-true-measures-of-success>





- **Gain Support of Leadership.**
- **Create Logic Models for each program or initiative.**
- **Use Measurable Indicators.**



DIVING DEEPER

Third Party Strategic Alliances

WHO:
INDUSTRY
ALLIANCES

WHAT:
Cultivating
Relationships

HOW:
Research and
conversation



Industry Specific

Strategic alliances are all about building joint leverage in the market - strategic financing and solutions, marketing, and leverage. It's about being greater than the sum of its parts in order to expand influence. Strategic alliances provides access to new markets, new solutions gives you the benefit of multiple diversity of thought.

**KEY
RESULTS**

KEY RESULTS

Identify,
Measure and
reinforce the
opportunity





<https://www.bloomberg.com/news/articles/2010-06-10/the-importance-of-connecting-with-colleagues>

Connecting with Colleagues

The value of personal
professional alliances

Authentic Connectivity

REAL v. CONTRIVED

How to Get it
Done.

Assist in solving issues
Advance other agendas
Activate the power of
your network



INITIATIVE 1

2017

Action A

MAY

Action B

August

PLAN
PREPARE
ACT
ADJUST
EXECUTE

PLAN SUCCESS

TIMELINE

2018

January

Action A

Action B

INITIATIVE 2

Numbers Matter

Collaborations & Alliances
CULTIVATE A BIGGER BANG

[https://www.ted.com/talks/
howard_rheingold_on_collaboration](https://www.ted.com/talks/howard_rheingold_on_collaboration)

**Advance
Collaboration &
Build Empire**

**MICHIGAN
Experiment**



NAWIC Builds

MAJOR EVENTS:
CONSTRUCTION INDUSTRY AWARDS GALA
Scholar Golf Outing
BLACK OPS
Project: Accelerator

2016
NAWIC 16

Detroit
Lansing
Grand Rapids
Kalamazoo

NAWIC LEADS:
Education
Development
Scholarships
Networking
Mentorship
Community

PARTIAL MEMBERSHIP LIST

INTERACTIONS:

**INDUSTRY SPECIFIC
GENDER BASED
EVENT BASED**



BE BOLD

“ You miss 100% of the shots you don't take ”

Wayne Gretzky