



Where Vision meets Velocity™

# STRATEGIC PLANNING FROM THE EMERGING FUTURE

## STRATEGY AND CULTURE

At its core, strategy serves as a clear and simple roadmap to the future--easy to understand and talk about. Without a clear strategy, an organization spins its wheels.

Culture, on the other hand, lives in the background, dynamic and complex and frequently taken for granted. A culture at odds with a strategy undermines it, no matter how good the plan. Those wheels keep spinning.

Dorrier Underwood has found that addressing organizational culture as part of the strategic process lifts the organization out of the status quo and propels it forward.



***Culture tells us what to do when the CEO isn't in the room, which is of course most of the time.***

***— Frances Frei and Anne Morriss, co-authors of Uncommon Service***

## THINKING FROM THE EMERGING FUTURE

Given the human pull toward predictability, leaders must keep refreshing the vision, encouraging curiosity, and developing their people to listen for divergent points of view.

Dorrier Underwood keeps listening for your vision, for what holds you back, and for where integrity could be restored. We develop leaders to stay awake to the unexpected and adapt to shifting opportunities.

When you approach strategic planning this way, you can expect breakthroughs in:

- Clear, powerful communication
- Integrity: people relating to themselves as their word
- Straight talk and the ability to hold each other to account
- People bringing their leadership to the organization independent of roles or titles.

Talk to us about how you can develop your team's capacity to integrate strategy and culture to create a bold and sustainable future for your organization.

*contact:* **Ginny Brien**  
704-343-9092  
[vbrien@dorrierunderwood.com](mailto:vbrien@dorrierunderwood.com)