

BLUR

Business is fast, complex and increasingly high-tech.

Customers continue to reach for high-touch experiences.

Education is transforming before our eyes.

Non-profits are blurring into 4th-sector enterprises.

Governments are struggling to keep pace.

Can one strategy hope to bring clarity to the blur?



**The Last Best
Effectiveness Strategy:**

**Be Who
You Are**

Have You Checked Your Compass?

MaryLang, Principal, Comadrona Communications, Inc.

Individual Interpersonal Compass

The most transformational professional experience I had in 2013 was participating in [Stanford University's Executive Education course, Interpersonal Dynamics](#). Anyone who wants to understand the internal mechanism—the interpersonal compass—that has been directing their professional journey, should run, *do not walk*, to engage in this experience. It happens just once a year in lovely Santa Cruz, California. The program's Faculty Director, Carole Robin, PhD, has been helping people thrive using the power of inquiry, feedback, and influence, for nearly thirty years and she can help you. [Go get some.](#)

Which brings me to **the last, best, effectiveness strategy: Be who you are.** The interpersonal compass that Carole Robins and her team have helped thousands discover, is one of several critical compasses that individuals, teams, and organizations, need, when navigating the blur of their environment and discerning their next steps. A second critical compass is the one that will direct you to effectiveness: your identity compass.

Organizational Identity Compass

The most transformational journeys our clients took in 2013, were those that traveled from a state of blur, to a place of renewed focus. Each client we met—whether a high-or-low tech company, university, non-profit, or government entity—needed to regain focus on the “*why?*” of what they do, and return to the “*who*” of who they are. We suspect most clients in 2014 will need the same. Fortunately, there is a reasonable approach to regain focus and make progress: Impact planning.

Impact planning, complete with an identity compass and navigational tools, is a **progressive evolution** of the traditional strategic planning process and the clichéd “Mission Statements” of yesterday.

Impact starts from the core belief that the surest path to effectiveness is to know and be who you are. Only then can you align activities with culture, and purpose. It's a fascinating journey. [Go get some.](#)

COMADRONA
transformational journeys