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highest goals

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Chat Transcript from
**Leading When There Is No Roadmap:
Reinvigorating Your Mission in Uncertain Times**
Webinar with Judy Lubin
April 30, 2020 4pm CDT

00:16:13 Terry Bowman: Terry Bowman - Executive Director of
ReadWorks (roadworks.org)

00:16:15 Chetta: Hi everyone! Please let us know who you are and
what organization you're representing today!

00:16:27 Julia Parzen's iPhone: Júlia Parzen, HPNC, Chicago

00:16:31 Kendra Mirasol: Hi, I'm Kendra. CEO of VitalTalk, nonprofit
who trains clinicians to have competent compassionate conversations with
seriously ill patients. www.vitaltalk.org

00:16:45 Nancy Cowles: Nancy Cowles, Executive Director of Kids In
Danger in Chicago -- working on children's product safety.

00:16:48 Susan Kane: Susan Kane, Blessings in a Backpack, I'm in Chicago,
we are in 45 states

00:16:58 Cara Ladd: Hi everyone, Cara Ladd, Teach For America in
Chicago.

00:17:00 Maria Hibbs: Maria Hibbs, Chicago Learning Exchange.

00:17:02 Kendra Mirasol: Seattle

00:17:03 Rohbi Yow: Rohbi Yow, Lead Instructor Corrections, HopeWorks
Adult Education Memphis

00:18:56 Rohbi Yow: The population of folks my org represents is in
intense survival mode.

00:19:03 Angela Habr: Angela Habr-Paranjape, Executive Director
HPNC, Chicago

00:19:12 Susan Kane: Delivery of food for the weekend to kids through schools has been disrupted with so many school closures. Plus supply chain issues to get food.

00:19:25 Julia Parzen's iPhone: trying to figure out how to plan under such uncertainty and changing conditions

00:19:50 Kendra Mirasol: We have had to do an entire pivot in strategy, which requires totally different skill sets in our team.

00:20:01 Rohbi Yow: Our incarcerated students are at a serious loss, as is our organization in this regard.

00:20:02 Chetta: Thanks everyone for your responses! It is so much going on and learning how to pivot is so critical.

00:20:35 Terry Bowman: ReadWorks has online reading passages and supports so our usage has exploded (300,000 new users in 4 weeks), so onboarding them and helping them (over 50,000 in webinars) has been a huge challenge. Also, so many of our teachers and students are in traditionally underserved communities so we've been doing a lot of thinking about how to solve for the fact that many of them do not have robust computers or broadband access.

00:20:39 Chetta: Hi everyone - for the people just joining! Please let us know who you are and what organization you're representing today!

00:21:23 Kelsey Galante: Hi Everyone! I'm Kelsey Galante from McMaster-Carr. Thanks for hosting this, Judy!

00:22:24 Chetta: And the question we've already answered is: how has the current uncertainty been affecting you and your organization?

00:24:07 Natasha Smith-Walker: Natasha Smith-Walker, Project Exploration

00:24:28 Natasha Smith-Walker: Thank you Judy! Couldn't have done it without you.

00:27:22 Chetta: Stability - Flexibility - Connection

00:31:20 Chetta: For those who may have trickled in after Judy posted...

00:33:42 Chetta: We need perspective
Working with Project Exploration
PE didn't set performance goals
They had meetings - lots of them - to get perspectives from all stakeholders to receive information on whether our road map is right for us and whether or not we're going in the right direction.



00:36:14 Chetta: As we know,
Mission - what we want to achieve
Vision - what the world will look like when we get there
Purpose -what value we provide for the people we serve
That's where we want to center ourselves - in purpose
The heart - stability
What part of our purpose is stable?

00:41:31 Julia Parzen's iPhone: flexibility

00:41:32 Terry Bowman: Stability

00:41:32 Cara Ladd: Stability! But learning to be flexible...

00:41:33 Kelsey Galante: Stability

00:41:35 Alex Cornwell: Stability

00:41:39 Nancy Cowles: flexibility

00:41:41 Maria Hibbs: Flexibility...but did I have to choose one?

00:41:42 Rohbi Yow: flexibly provide stability

00:41:49 Angela Habr: self-flexibility; org-stability

00:41:54 Eric Carlton: stability

00:42:17 Kendra Mirasol: Same as @Angela Habr

00:42:42 Chetta: That's good! Thanks everyone! I Love that Angela Habr

00:43:34 Angela Habr: creative, responsive, open, bright, dynamic

00:43:35 Chetta: How do you and your org experience the benefits of flexibility?

00:43:36 Lisa T: able to meet immediate needs

00:43:38 Kendra Mirasol: Able to deal with ambiguity without wiggling out


00:43:40 Julia Parzen's iPhone: strong learning and improvement

00:43:40 Susan Kane: Can still achieve mission

00:43:44 Rohbi Yow: reach more students with flexibility

00:43:48 Terry Bowman: Responding quickly to changing situations

00:43:53 Nancy Cowles: can pivot if a new issue arises



00:44:14 Chetta: Benefits to stability?

00:44:21 Kendra Mirasol: Form, measurement, structure, all rowing in the same direction

00:44:22 Julia Parzen's iPhone: have built knowledge

00:44:22 Nancy Cowles: safe and give others a feeling of trust

00:44:24 Terry Bowman: Steady steering in crisis

00:44:24 Lisa T: keep on our purpose; help staff deal with uncertainty

00:44:25 Rohbi Yow: students know what to expect

00:44:25 Maria Hibbs: avoiding mission creep

00:44:33 Eric Carlton: keeps us grounded

00:45:47 Chetta: @Maria, avoiding mission creep...so important! These are all good! Thank you everyone!

00:53:56 Kendra Mirasol: collaborators

00:53:58 Nancy Cowles: collaborators

00:54:02 Rohbi Yow: compete

00:54:10 Julia Parzen's iPhone: could be both

00:54:54 Chetta: Great Julia!

01:01:43 Chetta: Q & A SESSION

01:02:03 Kendra Mirasol: Thank you! Appreciate the support!

01:02:14 Julia Parzen's iPhone: could you give an example case of all 3 parts

01:02:17 Terry Bowman: This has been great!

01:02:34 Terry Bowman: I loved the idea of getting "way way up in the balcony."


01:02:42 Julia Parzen's iPhone: yes. in one organization

01:06:08 Julia Parzen's iPhone: thanks

01:06:27 Chetta: Any more questions or comments?

01:07:16 Maria Hibbs: Thanks, Judy. Appreciate your insights!

01:07:44 Angela Habr: This has been very useful! Thank you!



01:08:09 Chetta: Thanks for joining everyone! Happy Friday Eve!

01:08:18 Nancy Cowles: Thanks

01:08:22 Kelsey Galante: Thanks Judy, have a great day!

01:08:23 Natasha Smith-Walker: v

