



# Leaders Succeed

By aligning Strategy, Structure and Talent

Jeff Stuerman, 25<sup>th</sup> Grand High Alpha

# Learning Objectives

1. Provide foundational support to help you develop your Zeta's Strategy
2. Introduce Strategy, Structure & Talent Operational Model as an effective way to achieve chapter objectives
3. Review LCA's Mission, Vision and Strategic Imperative
4. Recommend approaches to achieve alignment

# Just a bit about me

Served as High Tau of Kappa-Mu Zeta (Culver-Stockton)

Served as President of the Student Government Association

Tennis Team

Trout fish, Raise honeybees, former ice hockey coach

# CONGRATULATIONS!

You have been chosen to LEAD.  
Your collegiate and alumni brothers TRUST YOU!  
Be your Authentic & Genuine self!  
We are here to help you SUCCEED.  
THANK YOU for saying “YES”.





# Leaders Define Success

What does your chapter hope to accomplish?

What do you hope to accomplish?

What do you hope your success accomplishes?











"If you don't know where you are going,  
any road will get you there"

-- Lewis Carroll



# Leaders Achieve Chapter Objectives

Take a minute

Where do you want to go?

What do YOU want to accomplish during your term?

What does YOUR chapter want to accomplish during your term?

Do they align?

# Leaders Listen



“We have two ears and one mouth so that we can listen twice as much as we speak.”

Epictetus 55-135 AD

# Leaders Define Success with Courage

Must be Measurable

- a. Membership #
- b. Philanthropy (Hours, \$\$\$,  
outcomes)
- c. GPA
- d. % of Brothers with internships

Must be Shared

Must be Time-specific

LEADERS PLAN BEYOND THEIR TERM



# Leaders Plan

“Run your day by the clock,  
and your life with a vision”

-- Zig Ziglar





# Leaders Align

## The Peter Drucker Exercise:

What should we **STOP** doing?

What should we **START** doing?

What should we **KEEP** doing?





# What's it look like?

| OBECTIVE | STOP | START | KEEP |
|----------|------|-------|------|
| # 1      |      |       |      |
| # 2      |      |       |      |
| # 3      |      |       |      |

# Leaders Operationalize – Putting it all together!

Set the Objectives

Determine the Strategy

Build the Structure

Leverage the Talent



# Do you recognize these guys?

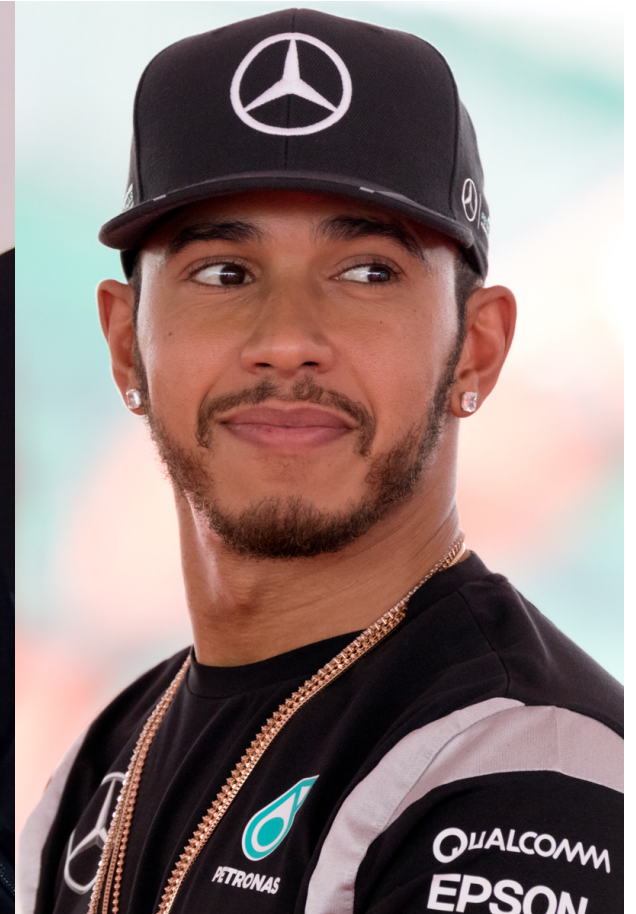


# Do you recognize these guys?

SEVEN-time Formula One World Drivers Champions

**Michael Schumacher**

**Lewis Hamilton**









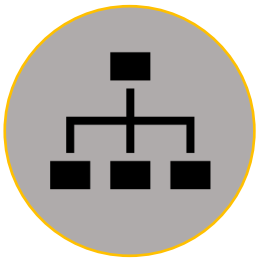
# Formula 1: Strategic Trade-offs

- Best Driver?
- Best Car Design?
- Best Car Construction?
- Best Pit Crew?
- Outspend?

# Leaders Get the Order Right



STRATEGY



STRUCTURE



TALENT

1. Strategy informs Structure
2. Structure organizes and aligns the work
3. Talent fills, resources and supports the structure

# STRATEGY



## **Simply a Roadmap:**

Where is your Chapter going?

How are you going to get there?

How are you going to win the game?



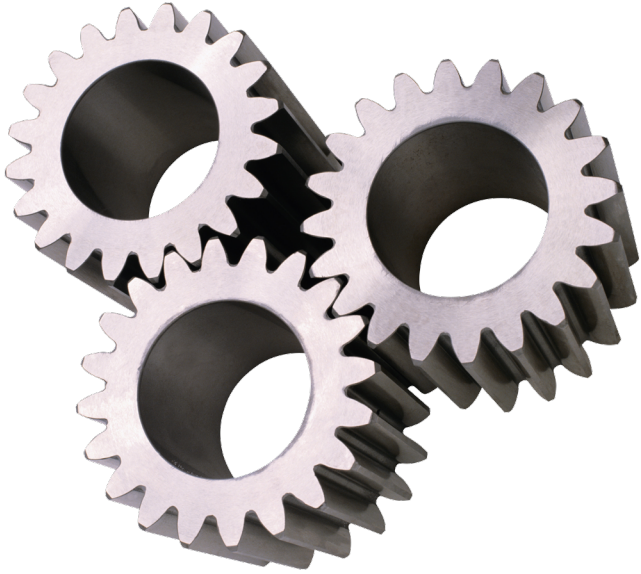
# STRATEGY



## **Specifically:**

A proprietary combination of economic trade-off decisions designed to achieve a desired outcome.

# STRUCTURE



How are you going to organize the work?

Examples:

- a. Standing Committees
- b. Task forces
- c. Outsource
- d. High Zeta
- e. Strategic Partners

# TALENT

What specific skill sets do you need?

What third-party relationships will you require?

Who do you need on the bus?

Who are your successors?

What should be looking for in new members?

Intentional Chapter-wide talent review

- a. Affirm
- b. Encourage
- c. Hold Accountable
- d. Celebrate

# TALENT

Take a minute

Who are some of the most talented brothers in your Chapter?

Who are some of the most underutilized or under-engaged brothers?



# Global Mission, Vision, & Aspiration

## **MISSION**

To inspire and equip men to lead an ethical life of growth, service, and leadership

## **VISION**

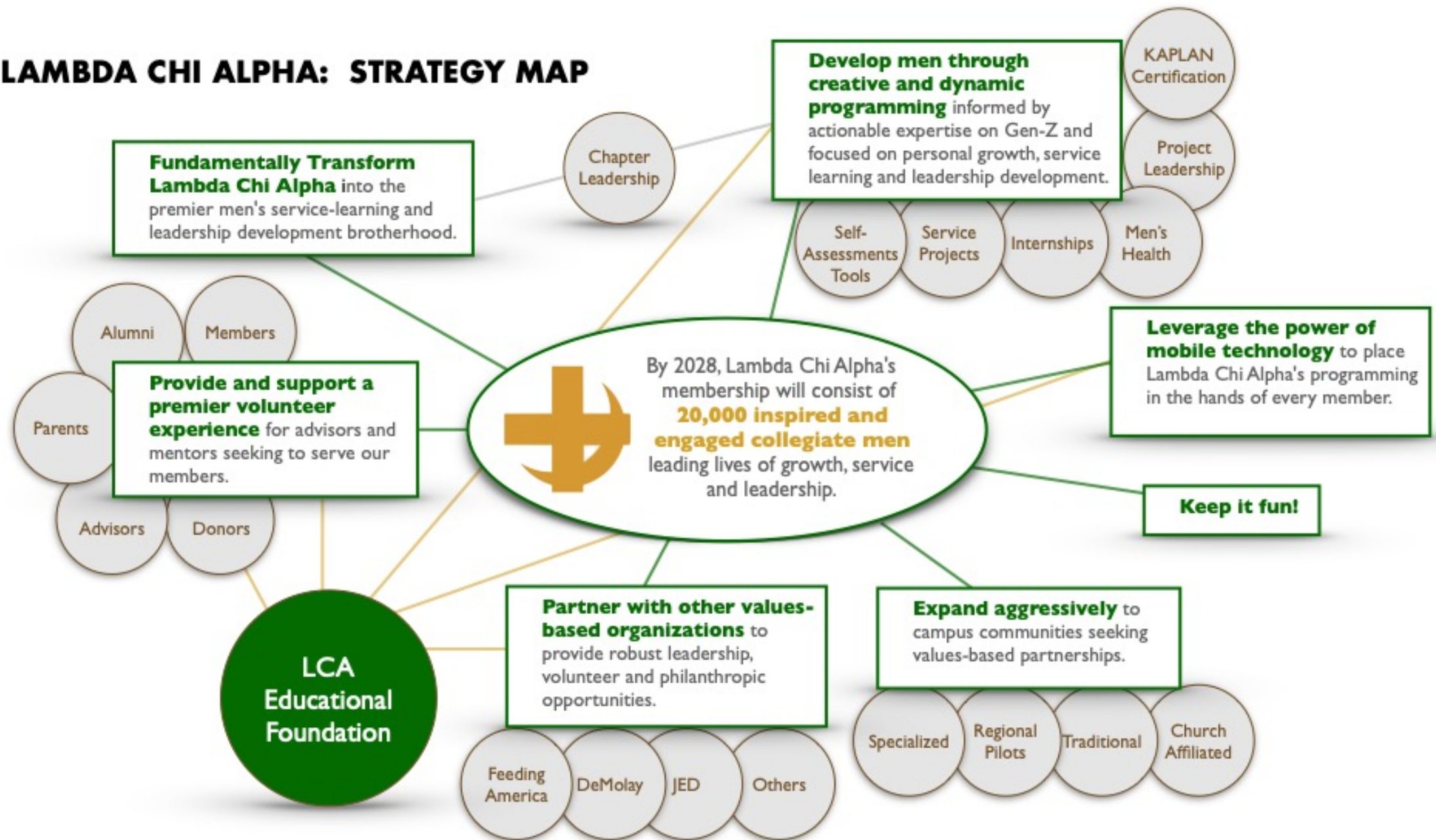
A world where the ideal man:

- Pursues a life of respect and inclusion for all
- Supports one another to make a positive impact on society
- Models loyalty, duty, respect, service and stewardship, honor, integrity and personal courage

## **ASPIRATION**

To be the premier men's service learning and leadership development organization in North

# LAMBDA CHI ALPHA: STRATEGY MAP



## LAMBDA CHI ALPHA - Strategic Overview

### Primary Objective:

**Transform Lambda Chi Alpha** into the premier men's service learning and leadership development organization

#### **SUCCESS MEASURES:**

1. By 2028, Lambda Chi Alpha's membership will consist of 20,000 inspired and engaged collegiate men leading lives of growth, service and leadership.
2. By 2028, Lambda Chi Alpha will have received national acclaim and recognition for its reputation in developing men of character.
3. By 2028, 100% of Lambda Chi Alpha's members will be actively involved in community volunteer and service activities.
4. By 2028, 100% of Lambda Chi Alpha's members will have had an opportunity for direct leadership experience prior to graduation.
5. By 2028, (25%) of Lambda Chi Alpha alumni will be engaged.
6. Each member will graduate with both the knowledge and tools necessary to live a healthy life, including a life-long network of friends and brothers

### Critical Strategic Activities:

1. Develop men through **creative and dynamic programming** informed by actionable expertise on Gen-Z and focused on personal growth, service learning and career development.
  - a. Create and deliver a values-based program that men and their spheres of influence want.
  - b. Ensure that the Lambda Chi Alpha brotherhood experience is built upon our values and ritual, and exemplifies personal growth, service to others and leadership.
  - c. Attract and retain members who would best benefit from and contribute to all that Lambda Chi Alpha has to offer.
  - d. Create more leadership and service experiences by aggressively growing the number of chapters (both legacy and pilots).
  - e. Empower and equip each chapter room to become learning laboratories, creating safe and healthy space for leadership and social development.
  - f. Leverage the power of mobile technology to place Lambda Chi Alpha's programming in the hands of every member.

2. **Partner with other values-based organizations** to provide robust leadership, volunteer and philanthropic opportunities.
  - a. Aggressively expand to campus communities seeking values-based partnerships.
    - i. Legacy Chapters
    - ii. Pilot new experiences
  - b. Investigate and pilot strategic partnerships or joint ventures with other non-profit organizations.
  - c. Expand the number of philanthropic and programmatic partnerships to at least six (6) international organizations.
  - d. Create advisory board of university leaders to ensure Lambda Chi Alpha's position as a valued academic partner.
3. **Provide and support a premier volunteer experience** for advisors and mentors seeking to serve our members
  - a. Recruit, train and equip more alumni brothers to serve our members.
  - b. Ensure that each chapter has an effective Alumni Advisory Board.
  - c. Build network of career guidance coaches and mentors.
  - d. Engage parents of undergraduate members.
4. **Attract and retain an experienced professional staff** that is equipped to build and develop men of character and achieve Lambda Chi Alpha's mission.

# Strategic Structural Challenges

## The Century Project:

- Board Turnover: 62% every 2 years, 69% every 4 years
- Grand High Alpha Succession
- Nominating Committee
- General Assembly locked every 2 years

Plan for a Marathon .... not a Sprint!







A close-up, low-angle shot of a baseball. The ball is white with prominent red stitching. The stitching is in a classic pattern, with some threads appearing slightly frayed or worn. The background is a dark, textured blue, possibly a glove or a wall, which is out of focus. The lighting is soft, highlighting the texture of the leather and the vibrant red of the thread.

# Practice Abandonment

What should your chapter stop  
doing immediately?

# Consider the following:



Annual Joint High Zeta / Zeta  
Advisory Committee retreat

1. Peter Drucker Exercise
2. Multi-year goals
3. Plan BEYOND your term!  
(e.g., 3  
years)



# RESOURCES TO HELP

## Leverage your Chapter Support Calls

- What help do you need?
- "Think out loud"

## Leverage your relationships with other High Alphas and Alumni Advisors

- What's working?
- What are the barriers to success?
- Develop life-long relationships



# THANK YOU!

Grow, Serve & Lead

