

PURPOSE

My purpose statement: Build people up according to their needs

Quotes to live by.... Ephesians 4:26 Hope is not a strategy I did not make this S?!T up We over-estimate what we can do in 1 year, and under-estimate what we can do in 10 (B. Gates)

VALUES

My top 5 values:

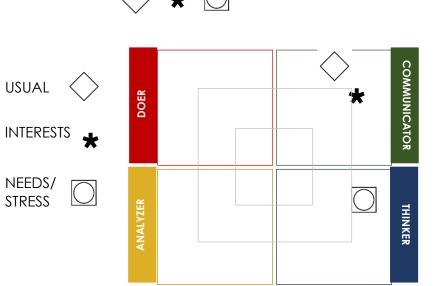
- Family first when things get out of balance, my families suffers first and I need to reset quickly
- Lifetime learner my dad was a learner and taught me to look for new info and new ways of doing something better
- Feedback is a gift with kindness (add from my daughter)
- 4. Top 10% -adjust my mindset to achieve my goals for life

VISION

My vision statement: Long-term (3-5 years) Working on this... Build a scalable business (not dependent on me...) create a movement #Stretchers 😌

Short-term (next 3 years) my family: kids – happy high school, college of their choice, solid relationships My husband – shared life goals, growing together

MY BIRKMAN



STRETCH LEADERSHIP PLAYBOOK Darcy Bien, updated 9/29/21

NOTES

My challenge score is low... need to ask for feedback and stay open

9/29/21

Need to say no to a few things to focus more on Lily... very stressed

Talk to team about consistent surveys after projects (work with Jane) – get better in 2022

Continue to Listen to understand more 😇

Click and drag the icons to plot your approximate Birkman results:



STRETCH LEADERSHIP PLAYBOOK – Darcy Bien, updated 9/29/21

SWOT ANALYSIS [INTERNAL]

STRENGTHS:

- 1. Process-oriented (engineer mindset) and 15 years of strategic planning experience
- 2. Getting things done a bit of bull dog at times
- 3. Process improvement/tool development P&G/HBS

WEAKNESSES:

- Too many things at once and not detailed focused (maybe too many clients....)
- 2. Limited capacity for strategic planning (no back-up if needed)
- 3. Aggressively authentic not everyone appreciates

SWOT ANALYSIS [EXTERNAL]

OPPORTUNITIES:

- Integrated company with culture - new way with better outcomes
- 2. More purpose-driven life a cause, fostering/respite care
- 3. Finish my book / write more / paid speaking

THREATS:

- 1. Family emergency aging parents and in-laws
- Technology get hacked, older computer, no real support
- 3. Economic conditions companies pull back

LIFE BALANCE GOALS

[Specific, Measurable, Attainable, Realistic, Time-bound]

Life Areas	Goals	Measure of Success
Faith/	Church /	Attend 3 / month
Community	Serving	Vol School (DEI/monthly
		at others)
		Help neighbors/Tyler
Family	Time together	Dinner 4/week
		Monthly 1:1 – each of
		them,
Friends	Stay	Sole sister runs/month
	connected	Yearly visit
Finances/	Sustain current	4 new clients/year
Work	Rev	Positive surveys
Physical/	Exercise	4/week – run/spin
Emotional		Yoga/Pilates - weekly
		<i>,</i>

STRETCH GOALS - 2021

Key goals to reach your vision

Stretch Goals	Outcomes	
"Productize" – clear solutions and trainings	80% of projects not by hours/by value and need (40%), <mark>SYI rolled out and first successful class with min of 15 people</mark> , Ghostwriter for Book, Rewrite in Q1/2022	
Successful College/High School Transition	Extra support for Lilly/Early Action 4 yes/Wash U?, Liam to St X – advocate for math/commit to swimming, Logan – SAT tutor/goal, LLS SOY, Leadership opt	
Expand partnership with Cyndi	Invest time to build process, products, relationships – 30%/week (not weekly), 6 new clients in 2021(5), roll-out updated website, consistent marketing, social media push (find social media intern - added), 10 new clients in 2022 (have 2)	