

Strategic Value Chain Management Campaign Strategy

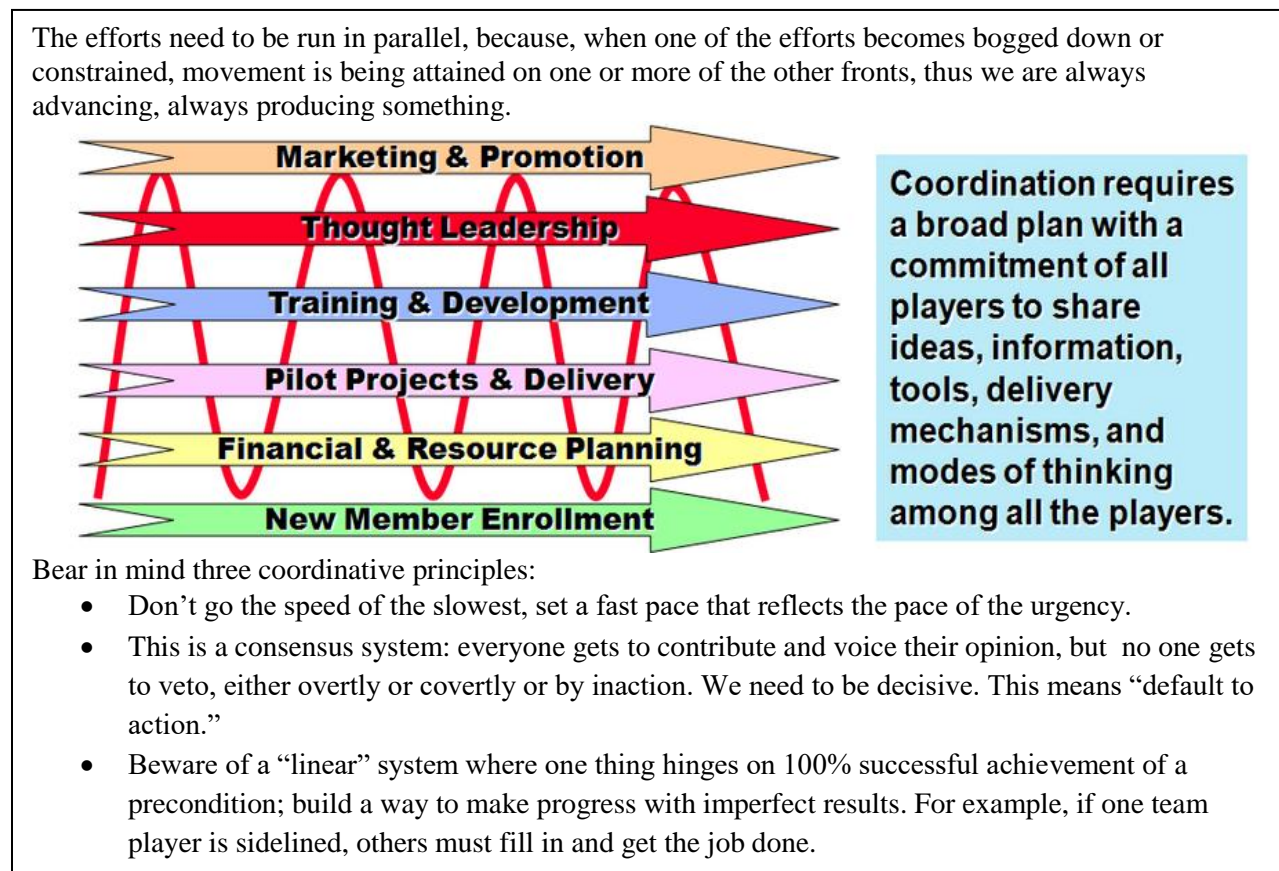
Notes and Ideas by Robert Porter Lynch – September 17, 2015

Team – I think we all understand we need a CAMPAIGN STRATEGY & PLAN that can be implemented with a compelling sense of urgency.

The immediate need is a campaign strategy/plan that must be initiated in *multi-level parallel movements*: Messaging, Programs, Pilots, Training, Briefings, etc. etc.

It is the sense of urgency that can spur the use of a crisis to transform a profession,.

A good campaign is usually run on having a *multi-level parallel* campaign program (see graphic below), if you get bogged down on one part of the program, you are still moving forward on other parts of the program, creating a holistic advance to victory.



We are being called upon for LEADERSHIP, VISION, STRATEGY, & TRUST BUILDING -- things that must be relied upon at the beginning of the evolutionary formation of our initiative as we bring together a diverse coalition of industry proponents -- that will (with our leadership) coalesce into a powerful voice.

When I think of a CAMPAIGN STRATEGY/PLAN, think of typical places and situations where Campaigns occur (Please consider these ideas as we start designing our campaign strategy)

Ideas about Campaign Strategy

- **Military Campaigns** – if one uses the example of how Canadians responded to the call to action in World Wars I & II, one can only be inspired by their as George said in his email: "I believe Alberta is in a crisis or even I call it "Alberta is at war". We need to react properly to defeat this new enemy." A military campaign generates multiple alliances to bring pressure to bear on leverage points where the enemy can no longer hold their ground. A good military strategy is usually paired with a good Ideological strategy that wins the hearts and minds of both those fighting and those being conquered to ensure the losers don't harbour deep hatred of the winners, who are accepted as gracious liberators and purveyors of good will.
- **Political Campaigns** -- we need to "elect" a new regime (i.e the Strategic Value Chain Leadership Initiative) that will have the trust of the constituency (e.g. the Energy & Construction Industries), and put in place a new set of policies and programs (collaborative best practices) that will benefit the people (Albertan businesses & economy). Sometimes debates can crystallize the issues. Alliances are also essential to get the maximum momentum, combined strengths, and create a wave of enthusiasm and support.
- **Marketing & Promotional Campaigns** -- announcing a new product or service (Strategic Value Chain Management, etc.) that has great value (on-time, on-schedule projects, creating competitive advantage, etc) to the customer (energy industry), is far better than any other competitive product or service on the market (adversarial and transactional procurement, etc.), and is supported by testimonials of satisfied users (such as Steve Bass, etc.) Such a campaign is typically concentrated on using media (print, social, radio, etc.) to gain visibility and differentiates with clear features & benefits to set the old version apart from the new product/service/method.
- **Evangelical Campaigns** – converting atheists/agnostics into believers who embrace the principles and core values of the pathway to salvation. The best Evangelicals focus not on going to hell (selling fear) but on resurrection, becoming enlightened, experiencing relief and joy, being released from angst, and using a pathway & set of principles that simply work more effectively in real life situations. Cases, testimonials, and very personalized messages that hit both the head and heart are core to a good Evangelical campaign.
- **Membership Campaigns** – recruiting new members, enlarging the organization, picking up people who are ambivalent and making them part of the “team,” giving “outsiders” a chance to be “insiders,” challenging people to stand up for something they believe in, giving people a reason to be part of something that is larger than themselves, appealing to people’s desire to contribute, learn, succeed, and grow.,
- **Fund Raising Campaigns** – these have a clear, measurable set of objectives: Money that will be used for a purpose (e.g. constructing an arena, building a church, paying off a mortgage, investing in an endowment, sending a rescue mission a devastated territory, etc. The best themes are very personalized: “your money will make a difference to a real person – little Anita who is starving, just \$1 per day will keep her fed).
- **Issues and Referendum Campaigns** – these are single issues with hard driving focus on a specific question, issue, option, or decision. The question needs to be posed very clearly and concisely, the options need to be clear (usually either/or) and the call to action needs to be very specific (e.g. on September 21st we will need your vote – your future is at stake.....)
- **Impeachment Campaigns** – this is a “stop the nonsense, put an end to the nuisance” campaign that calls for a “guilty verdict.” (enough said – I don’t think this type of campaign has a lot of relevance to our Strategic Value Chain Management Initiative.)

Great campaigns are seldom done in a vacuum -- partners are engaged in contributing to the program -- people support what they help create.