

## 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:

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

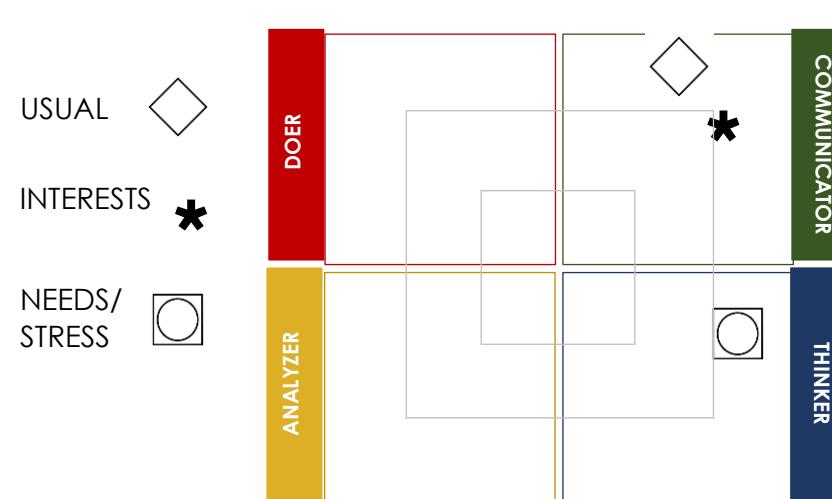
## VISION

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

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



## 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 😊



# 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 bulldog at times
3. Process improvement/tool development – P&G/HBS

#### WEAKNESSES:

1. 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:

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

### 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%), SYI rolled out and first successful class with min of 15 people, 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)