



## MAKING A CAREER OUT OF STRATEGIZING

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The greatest strategists win the biggest wars. Often guided by sheer instinct and the ability to foresee further than most people, such individuals possess gifts to plan and to bring forth whatever it is they conceptualize. They are not daunted by setbacks, because they readily have back-up plans should their present ones backfire. Such people are enviable: they seem to have it easy and all.

But ask any strategic planner or events coordinator and they will always tell you one thing; strategizing takes much effort no matter how small the event or how inconsequential the purpose. Even those who have been doing it for so many years often find strategizing really taxing work that requires tedious or often repetitive tasks that don't have identical results all the time. Every experience is new, every outcome a fresh take on the more recent ones. Strategizing requires years, months, weeks or days of nerve-wracking expectations and anticipation. Nope, strategizing is definitely not for the fainthearted.

How many times has this particular writer spent sleepless nights planning a certain event or strategizing for a specific undertaking, only to experience setbacks once the plan is set into motion? The very concept of strategizing alone is challenge enough, what more when all you have planned for and prayed for only crumble before your very eyes? Perhaps, the only thing that has saved me from insanity during those times was my faith, that plus the belief that after the rain, there will always be sunshine. Not floods, like we used to say when we were students and like we currently say because of the seemingly decreasing level of our terra firma. But I am digressing again.

This is why each and every plan of action I carry out always comes with a fervent prayer to an Omnipotent Presence that His will be done. By submitting myself to a Divine Will, I lessen the chances of feeling too much heartbreak should my strategizing fail to produce results that I crave. Furthermore, I find it good advice to always have a fallback, something I can hold on to should worse come to worst, or when push comes to shove. That way, I save myself a tremendous amount of hair pulling and tongue gnashing.

This is not to say, though, that we should all learn to be pessimistic. Au contraire, it is to teach us how to be optimistic. Once we have a safety net in place, we learn to hope that everything goes well. If they don't, there's always another way out. Such is the concept of truly effective strategizing. No regrets, take no prisoners, and leave nothing behind. All bases covered, see?

### QUESTIONS FOR DISCUSSION:

1. Are there particular individuals you admire for being effective strategists? What makes these people great?
2. How do you strategize for anything in your life? Cite a specific event/situation and outline what it is you exactly do for it.
3. Even the best-laid plans often get setbacks along the way. How do you cope with failure, in such cases?
4. Why is strategizing difficult?
5. Would you want to become an events planner, financial advisor or strategic coordinator? Why or why not?