*Consider the “headwinds” to higher education discussed today and the four Strategic Assets and five Enabling Features of Bentley’s strategic plan.*

1. Can you identify pockets of strength and opportunity within our organization that will contribute positively towards Bentley’s reinvention? (Hint: this can be something outside of your area of work or expertise, we’d like people to identify offices, actions, tactics, groups or trends that you think will be critical for the implementation of our strategic plan)
2. Identify what **you can do as an individual** to contribute to Bentley’s reinvention (see examples in presentation). As you brainstorm consider the following questions then write your commitment in the space below.
   1. What current activities should I do more of?
   2. What new activities should I start doing?
   3. What existing activities is my department spending time on that are not in support of the strategic plan and can be deemphasized to focus on the new activities I’ve identified?

**I will contribute to the success of Bentley’s strategic plan by:**

1. Circle the strategic asset or enabling feature where you feel your commitment will have the greatest impact.

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| * Transformative Undergraduate Student Learning Experience * Fully Integrated Corporate Relations * Distinctive Focal Points of Excellence * A New Vision for Mastery | * Diversity and Inclusion * Organizational Culture * Long-Term Fiscal Health * Technology and Strong Data Analytics * Brand & Strategic Communication |
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