

# The TENS Manifesto

connection . conversation . contribution



THE EXECUTIVE NETWORK OF SEATTLE

**Manifesto** A written statement declaring publicly the intentions, motives, or views of its issuer

In the fall of 2008, TENS set about reinventing itself around the concept of value. The effort was anchored in answering the questions: What constitutes value to members and how is that value to be produced? The answer to those questions is articulated in this booklet - which can be considered a manifesto of value.

In the course of the discussion, it became clear that what is meant by value is the production of results. The creation of value is the creation of results. There is no other way to produce value. Everything in the architecture of TENS is organized around identifying the results to be produced and describing what has to happen to produce those results. The defining elements of the architecture are our rationale, principles, focus, and mechanics.

# rationale

The environment of the 21<sup>st</sup> century demands effectiveness of a new type – interconnectedness. Interconnectedness of thinking, relationships, and insights. Results can not be produced in isolation, and new thinking can not be conceived of absent connection. TENS exists as a response to this need for enlightened and purposeful connection.

# principles

Underlying the TENS architecture are the principles that guide us, inform our actions, and form the foundation of our ethos.

**connection.**

We actively engage with other members and with our community. When asked, we respond. We continuously work to discover new networking models – new ways to connect. And we take a long-term view of connection that goes beyond networking to sustained relationship.

**conversation.**

We are committed to continuous insight, exploration, and learning in an open and welcoming environment. Our vehicle for growth is engaged conversation that is gracious, direct, and confidential. We enlist all members in our quest to continuously improve the quality, depth, breadth, and diversity of our conversations.

**contribution.**

We expect participation and have an action orientation. We craft meaning through connecting our actions to a larger story. We enthusiastically assist fellow members in achieving their goals and find ways to make our thinking and connections more valuable to the community.

# focus

TENS is organized around creating value in six areas that form an arc from development of the self to contributing to the community.

**Personal Development** - The development of personal insight and skills in working with one's own mind.

**Professional Development** - The cultivation of professional mind-sets, skill-sets, and tool-sets.

**Business Development** - The cultivation of skills that engender new ventures, innovations and opportunities.

**Career Management** - The development of mastery of one's own career trajectory.

**Social Intelligence** - Becoming intelligent about and within our human relationships.

**Community Service** - The contribution of meaningful service to the community.

# mechanics and results

The rationale, principles and focus set the stage for identifying the results TENS wants to produce and showing how those results are to be produced. The “TENS-on-a-page” combines in a single picture the results to be produced, how those results are to be produced, and the organizational structure to produce those results.

mechanics

TENS-on-a-page

Organization / Execution Structure

Envisioning the production of value.

CO-CHIEF EXECUTIVE OFFICERS

To deliver outstanding value to members and be seen as one of the most highly respected networking organizations in Seattle

Desired End Result

How?

CO-CHIEF VALUE OFFICERS

Provide significant results for our members in each of the six value areas

How?

CO-CHIEF OPERATING OFFICERS

Ensure operations are flawlessly executed

How?

The top-level results we want to produce ...

How we do that ...

What the leaders are responsible for ...

CO-CHAIRS PERSONAL DEVELOPMENT ROUND TABLE

Meaningfully increase members personal mastery



Conceive and execute excellent discussions, programs, events, and connections to resources that enable members to achieve meaningfully increased **personal mastery**.

CO-CHAIRS PROFESSIONAL DEVELOPMENT RT

Meaningfully increase members managerial skill sets



Conceive and execute excellent discussions, programs, events, and connections to resources that enable members to achieve meaningfully increased **managerial skill sets**.

CO-CHAIRS CAREER MANAGEMENT RT

Meaningfully enhance members ability to create and manage personal career trajectories



Conceive and execute excellent discussions, programs, events, and connections to resources that enable members to meaningfully improve their **personal career trajectories**

CO-CHAIRS BUSINESS DEVELOPMENT RT

Meaningfully contribute to members new business success



Conceive and execute excellent discussions, programs, events, and connections to resources that enable members to meaningfully increase their **business success**

CO-CHAIRS SOCIAL INTELLIGENCE RT

Meaningfully expand and deepen members skills in human social intelligence



Conceive and execute excellent discussions, programs, events, and connections that enable members to meaningfully deepen their **social intelligence**

CO-CHAIRS COMMUNITY SERVICE RT

Provide meaningful service to the community



Conceive and execute a program that enables members to effectively contribute **meaningful service** to others

CO-DIRECTORS EVENTS

Produce outstanding execution of TENS programs, discussions, events, and services



Create well-produced events, programs, discussions and services.

CO-DIRECTORS MEMBERSHIP

Recruit and retain an outstanding membership



Recruit and retain outstanding members.

TREASURER

Provide effective, transparent, and simple-as-possible management of cash



Design and implement a best practices financial system that makes it easy for members to pay, simple to compile financial information, and which provides reports that link budget to value created.

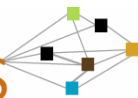
CO-DIRECTORS WEBSITE

Creates a way for members to connect to value



Create and maintain an outstanding communication and connection vehicle for members.

TENS

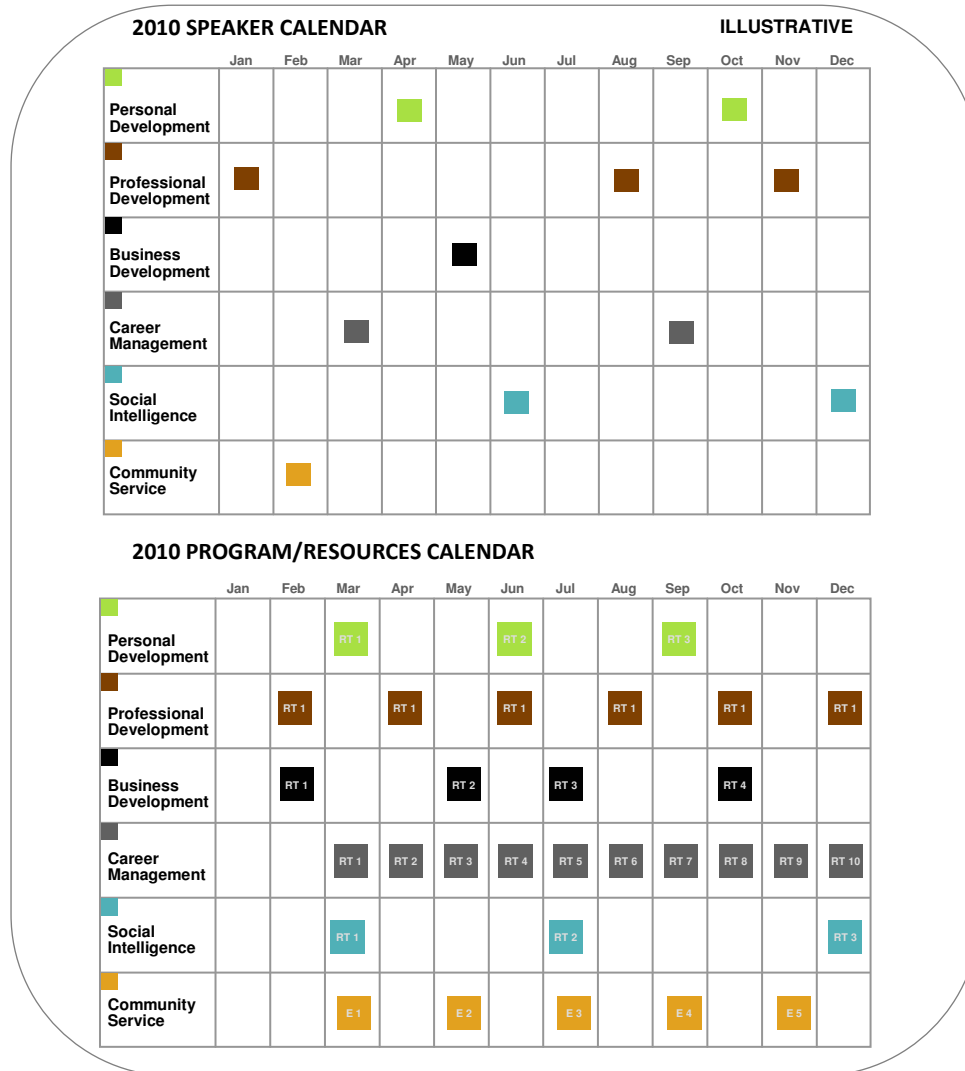


## The TENS value calendar

The engines of TENS – the value round tables – are responsible for producing value by (i) attracting outstanding speakers and (ii) creating a variety of programs, activities, initiatives, conversations, connections, and website resources

results

### The calendars



### The round table engines

