

REALIZING BENEFITS FROM PLANNING

Lyse Wells, daughter of Pres. GUTTAU and Manager of Organization Effectiveness for the Payless Shoe Source Company, spoke to Club members about her work. For the past two years Wells has provided leadership in the transformation of Payless Shoe Source from a common shoe store to a store with several brands that offers fashionable shoes and accessories appealing to all. Wells explained the company hired a new CEO and implemented a strategic planning effort to determine a new business plan. Because of her business experience and expertise in industrial and organization psychology, Wells became a facilitator of training, team-work, and employee development so that Payless could successfully operate with a new business plan. Ninety percent of companies fail to follow through with their strategic plans, Wells noted, in spite of all the effort and expense in creating the plan. Most of those who do follow through do not realize a bottom line profit from the effort. Yet the process is beneficial to a company as well as any organization that strives to determine a vision and a plan to fulfill that vision. Wells explained the success of the planning process lies in its understanding at all levels of business. Communication up and down the supervisory line is essential. Wells noted she is also involved in a strategic planning process with her church and the process has been revealing to those working on the project.