

Critical Number™ Selection

What's critical to your success and clearly defines winning in the next 6-12 months?

Critical Number Selection Tool			Low, Medium, High						
Potential Critical Numbers	Current Result	Desired Result	Feasibility	Financial Impact	Strategic Impact	Educational Impact	Timeliness	Line-of-Sight	Rank

Financial Impact: We want Critical Numbers that keep people focused on the fundamentals of business: *making money and generating cash.*

Strategic Impact: We also want Critical Numbers that *make the company stronger* by eliminating our weaknesses and growing strategically.

Educational Impact: Finally, we want Critical Numbers that *educate people* about the different aspects of the business - that teach people exactly what it takes to be successful. The aim is to raise everyone's level of business literacy and help our people make better decisions.

Line-of-Sight: To what degree do your people have a clear line-of-sight to the Critical Number? Will your people be able to see how they could support the Critical Number?

F.I.T.

Feasible: Capable of being done or carried out. Do you have (or can you get) the resources, skills, time, and support you need to achieve it?

Impactful: Having great influence or affect. Is it a good use of your resources? Will it provide a "big bang for the buck"?

Timely: Occurring at a suitable or opportune time. Is it something that needs to be done now, or are there other things that need to be done first? Does it need to be done quickly, before the window closes?

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