**GET IN THE GAME™** 





## Share the Why Before the How: Design

1 Wł	hy are you implementing The Great Game of Business®?
2 Wł	hy will this be good for your people?
3 Wł	hy will this be good for your company?
4 Wł	hy will this be good for you?

## **GET IN THE GAME™**





5 Is your "why" aligned with your purpose, vision, and values?		
6 What results do you hope to achieve?		
7 How will you communicate your story?		