Let's make a plan



Present: Where we are (Really!)

This requires a factual evaluation of where things are today based on numbers, market studies and competitor analysis.



Past: How we got here

Evaluating the past as precisely as possible, and its implications for today and future actions.



Future: Where we want to go

Establish between 1 and 3 breakthroughs that will transform the organization. Linear thinking is not allowed. The 3 disruptive goals should feel possible but uncomfortable.



Road ahead: How we will get there

List concrete actions to achieve the key breakthroughs. Specific metrics, people responsible and time-lines are the key.

As simple as... 2 1 4 3

Outside factors

Industry direction

☐ Growing ☐ Stable ☐ Shrinking

Industry position

☐ Leader ☐ Follower ☐ Niche

Historical core business

Historical strengths

Available resources

General industry barriers

Highlights and historical milestones

Historical weaknesses

Current core business

Market share

%

How you have diverged from your past strategy?

1

Market potential / goal

Barriers

Resources required

2

Market potential / goal

Barriers

Resources required

3

Market potential / goal

Barriers

Resources required

1

Goal

Action

Department / person

Follow up date

2

Goal

Action

Department / person

Follow up date

3

Goal

Action

Department / person

Follow up date