



Strategy into Generative Action

Intention/Vision

In a phrase or sentence, what is the vision for the future sought? What difference is being sought? How will people be engaged by the future?

Risk & Consequences

What if the vision is not achieved? Why are we bothering putting out new effort in support of the vision?

Beneficiaries

Who benefits and how? It is more important to identify the key beneficiaries and how the initiative will improve their standing than in trying to be exhaustive.

Boulders and Obstacles

What could be in the way of, or impede, success? Certainly resources may be a concern, yet think about diverse possibilities here, such as, inertia, old thinking, comfort zones, technology, market shifts, competencies (think both the hard skills and the leadership skills), threats, stakeholders, markets, attitudes and moods.

Action Steps

What are the next action steps and who will own them? What are the key initiatives that need to be started to get traction? The emphasis is in how to get the initiative into conversations for action and to generate momentum forward.

Criteria of Success

Up to three, what are the three conditions that we can use to monitor that the activities are moving the initiative forward? Time needs to be next to each criteria of success - by when does the initiative need to reach success? How frequently will the team meet to check-in on the criteria of success? These help prioritize the most important conversations and actions and as a means to track progress.

Conversations

What discussion need to occur, with whom, and by when? These are the next set of conversations, not the exhaustive set that may be needed for a complex initiative. The goal is to get the conversations occurring to both create inclusion but also to align actions.