

## 1 ENGAGE STAKEHOLDERS

### Where are we now?

Access current reality and get buy in  
Includes data from a selection of these:

- Strategic Thought Leaders
- Burning questions
- Survey Data
- Hopes and Fears
- RAISE REDUCE CREATE ELIMINATE
- SWOT & PESTLE
- Focus Groups
- Blue Ocean Canvas (competitor info & differentiators)



## 2 SET DIRECTION

### Where do we want to be?

Strategy Break-A-Way Includes:  
Current Reality Overview  
Visioning Exercise  
Creating Goal Statements  
Developing The Mission  
Clarifying Foundational Values



## 3 IDENTIFY DRIVERS

### How will we get there?

Create the Hypothesis  
Identify Critical Success Factors  
Analyse the Barriers  
Agree Objectives (Key Results)  
Refine Measures (SMART)  
Populate The Route Dashboard



## 4 MAP CHANGE

### How will we implement?

Develop Strategies (broad activities)  
Develop Action Plans  
Establish Goal Teams

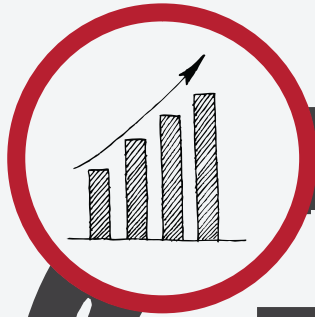


## 5 AGREE ACCOUNTABILITY

### How will we monitor our progress?

Assign Goal Driver Accountability  
Link to KPI's and Performance  
Align Policies  
Agree Timeframes

- Monthly monitoring
- Quarterly monitoring
- Annual monitoring



## 6 CREATE DEPTH

### How will we embed the thinking?

Build Curiosity  
Align Your Culture Slide Deck  
Create Learning Hubs  
Invite Thought Leaders  
Develop Systems to Collect Ideas  
Experiment With Possibility  
Connect to Daily Activities  
**Relate; Repeat; Reframe**



## 7 GAIN MOMENTUM

### How will we gain momentum?

Build in Reflection Time  
Generate Feedback Loops  
Scan Environmental Changes  
Structure Year One Review  
Refine Objectives  
Celebrate Progress  
Lock-In Wins  
Repeat: **Engage-Activate-Reflect**

