

CLARIFYING STRATEGIC ISSUES

When deciding what's strategic for your organization, ignore whether issues are long- or short-term. Instead, think of strategic issues as those that will create a *material impact* on important areas for your organization. Sharing and adopting a framework that your team uses to assess material impact will help develop consensus on strategic issues. It will also focus strategic conversations and attention on the *new important* for your organization. Finally, it helps eliminate unproductive, ongoing debates about what's important.



In unpredictable times, strategy is more important than ever. 30-Minute Strategy exercises enable productively tackling important strategic issues - alone or with your team - in less time than it takes to find the Netflix show that pairs best with Zoom fatigue.

Want to learn more about quick ways to stay agile and grow your business in smart ways? Brainzooming has the ideas and tools to make it happen. For more 30-minute exercises, visit info.brainzooming.com/30minutestrategyexercises

The 30-Minute Exercise

This multi-part evaluation will help you quickly assess the strategic importance of issues. Within seven questions, it covers organizational direction plus other financial, audience, brand, and internal areas of significance. Have people assess issues individually, then aggregate and compare the group's perspectives. The more Yes answers the group lands on, the greater the probability that an issue is strategic — whether currently or in the future.

| This issue . . . | Yes | No |
|--|--------------------------|--------------------------|
| Is central to the brand, including its representation or delivery of the brand promise | <input type="checkbox"/> | <input type="checkbox"/> |
| Broadly and/or directly affects key audiences | <input type="checkbox"/> | <input type="checkbox"/> |
| Could significantly attract or disaffect customers and prospects | <input type="checkbox"/> | <input type="checkbox"/> |
| Significantly impacts organizational structure or alignment | <input type="checkbox"/> | <input type="checkbox"/> |
| Materially affects the brand's financial prospects | <input type="checkbox"/> | <input type="checkbox"/> |
| Touches at the heart of the organization's core purpose, values, and/or vision | <input type="checkbox"/> | <input type="checkbox"/> |
| Has dramatic implications for the organization's resources or raw materials | <input type="checkbox"/> | <input type="checkbox"/> |
| TOTALS | _____ | _____ |



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MAKING STRATEGY PLANNING
FUN AND **PRODUCTIVE**



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This new Brainzooming strategy magazine shares all the secrets for making strategy planning fun and productive!

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