

# GET THE RIGHT PERFECT

As you develop strategy, you will need to further prioritize objectives and tactics. It's valuable to identify the one or two things you need to be *perfect* compared to everything else where good is more than good enough.

Developing clarity on where you'll go all out—and where you won't—saves time, resources, and frustration. Perfecting things that customers will never notice or pay for your efforts is a waste of your time.

## The 30-Minute Exercise

This exercise helps you **GTRP: Get The Right Perfect**. As you develop and implement strategies, think through which of the following inputs, steps, and outputs must be perfect. While it's easy to think that everything should be perfect, looking at specific items will typically narrow the list of expected perfection, opening new possibilities to innovate and better use resources.



In unpredictable times, strategy is more important than ever. Our series of 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 quickly learn more about how to stay agile and grow your business in smart ways? Brainzooming will make it happen! Just reach out: [info@brainzooming.com](mailto:info@brainzooming.com)

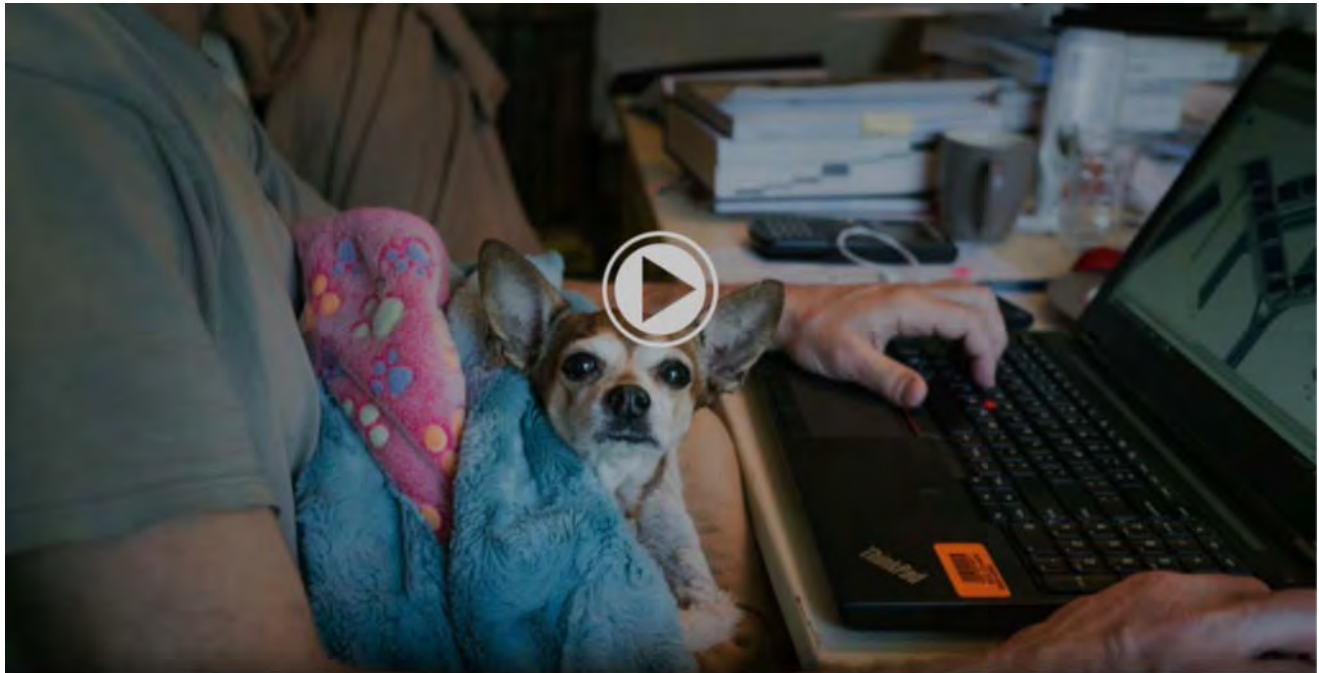
**For any activity, identify ahead of time: What can be GOOD instead of perfect?**

- Purpose (The reasons for doing it)
- Plan (The approach behind it)
- Development (How everything comes together)
- Inputs (What you use to carry it out)
- Participants (Who carries it out)
- Steps (The specific flow of activities)
- Format (The way in which you present it)
- Implementation (How you carry it out)
- Usage (How you and others apply it)
- Outcomes (The results)

Perfect Is Vital	Good Is Good Enough	Doesn't Matter
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0

What would be perfect? \_\_\_\_\_

What would be good? \_\_\_\_\_



There's a new, productive way to collaborate,  
no matter *where* your team is working from.



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