

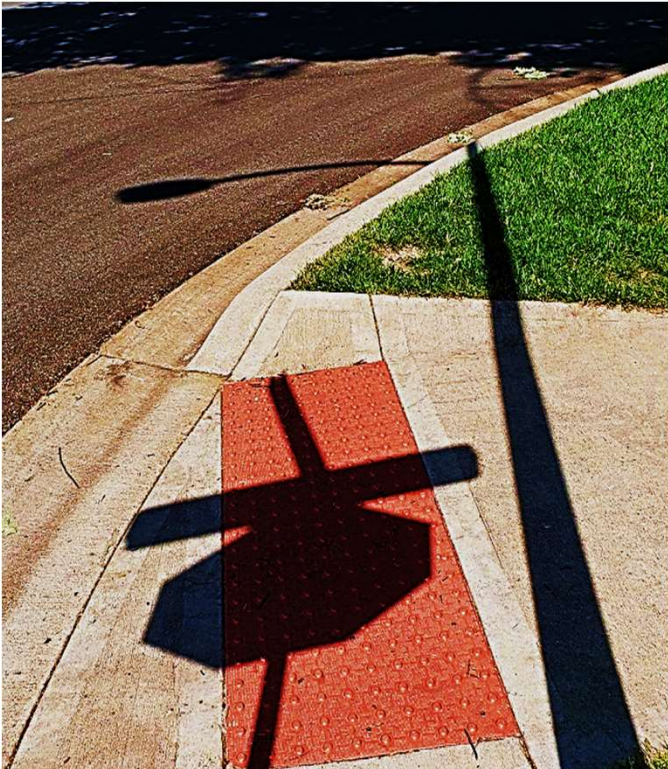
# REDEFINING PROGRESS IN CHALLENGING TIMES

Big aspirations and the major wins they promise may not develop quickly or frequently enough to sustain a team's motivation during challenging times. It's also likely during a strategic initiative that you'll need to adjust the plan to still deliver on the original objectives.

In both instances, redefining progress can contribute to business success and keep a team focused on moving forward, capturing important lessons, and continually innovating to deliver positive results, even if the objective changes..

## The 30-Minute Exercise

If your team is in the throes of a challenging time and struggling to stay focused and energized, select from among these five questions to structure a 30-minute meeting. The questions explore smart opportunities to redefine the overall or near-term objectives, modify the implementation path, or approach successful efforts as standalone initiatives.



1. If **THIS** isn't successful right now, how can we credibly redefine success?
2. If the planned path isn't working, what are the **NEXT** best paths that **MIGHT** work?
3. If our window of opportunity is closing, how far and fast can we go on **ANOTHER PATH** toward our intended objective?
4. Even if our entire effort isn't successful, what **IS WORKING** that we can pick up and move forward right now?
5. If we can't adjust the goal or redefine success, what **ELSE** could we do right now to move forward in a productive way?



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](https://info.brainzooming.com/30minutestrategyexercises)

**One guy sitting in the corner office  
is *not* going to come up with the  
best strategy for what's ahead *now*.**



The old days are over.

If you are looking for ideas on how to engage your organization to collaborate and shape strategy, schedule a FREE, 30-minute chat with a member of the Brainzooming team. You'll walk away with innovative ideas on what the right fun and productive strategy formula looks like for you.



Visit [info.brainzooming.com/lets-chat-about-strategy](https://info.brainzooming.com/lets-chat-about-strategy)