

REIMAGINE YOUR ORGANIZATION FOR THE FUTURE

Even if things aren't going well, leaders may struggle with starting the tough conversations for reimagining their organization as something dramatically new.

One way to tackle the challenge? Begin with 30 minutes and one or two *safe* questions to raise important issues based on today, instead of the very different future you need to envision.

With your current situation as the backdrop, reimagine specific strategic elements to initiate a challenging conversation about where you are heading now and how you might redirect your efforts toward completely new paths.



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

1. Who have we *never considered serving* that needs us?
2. What completely new ways can we imagine to *heavy-up on the benefits* we provide?
3. How can we *outsource everything routine* to focus on the incredible things we do?
4. How can we *outsource our core offering* to free us up for creating a greater reach?
5. How can we do what we do *best for customers at half the price*?



These questions all create lots of space for imagining new possibilities. Make sure your team tackles them fully. Don't let participants dismiss them by saying you'd never do something. Instead, encourage them to explore within these strategic scenarios. There's no downside in taking several minutes to get started on each of these questions.

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When strategic planning is too complicated:

time is wasted,
executives get wasted,
the CEO is pissed off,
participants and ideas are uninspired,
resources are squandered,
managers wait for missing information,
valuable data goes unnoticed,
great ideas go unshared,
jargon masquerades as intelligence,
rock-paper-scissors becomes the best way
to make decisions,
ingenuity leaves the building,
the wrong people make decisions,
infighting becomes a way of life,
pet projects get all the resources,
everyone goes home depressed,
implementation is short-changed,
competitors steal your market share,
costs skyrocket,
competitive advantage evaporates,
customers run from your brand,
your best salespeople abandon ship,
revenue falls off the table,
and the strategists who can't figure out how
to make strategic planning simple and
fun lose their jobs.



When strategic planning is simple, engaging, and fun:

everybody's happy,
and you achieve real results.

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To make strategy planning simple & fun, visit:
brainzooming.com/simplestrategy