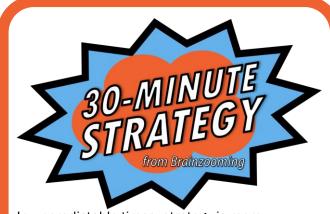
# CHECKING YOUR BIG STRATEGY STATEMENTS

To see if the big strategy statements you have are working as hard as possible for your organization, first look to see if they are satisfying their intended roles. Next, determine how well a particular statement drives actual strategy and behaviors in your organization. Use the Brainzooming **Big Strategy Statement Evaluation** with your leadership team and others to assess whether your strategy statements are doing what they should in a clear way. Jot down a big strategy statement in the evaluation and answer the 5 questions to determine how strongly it's working for your organization. Be sure to rate it honestly!



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.

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### **HOW DO THINGS LOOK?**

Tally the scores of everyone completing the assessment. How's your strategy statement looking?

- 23 to 25: Outstanding in helping orient and drive the direction for the organization.
- 20 to 22: Strong statement for guiding our direction and activities.
- Under 20: Clear gaps in its effectiveness

If your statement scored under 20, revise it! Make it more specific and clear. You could also create different statements to align your efforts.

### **Testing a Big Strategy Statement's Productive Impact**

					Score
0	2	3	4	(5)	
ls Jargon-Filled		Has Some Jargon		Uses Only Real Words	
1	2	3	4	(5)	
Could Be Any Organization		Is Somewhat Distinctive to Us		Could Only Describe Us	
①	2	3	4	(5)	
Reads Like a Consultant Wrote It		Sounds Kind of Bland		Sounds Like How We Talk	
①	2	3	4	<b>⑤</b>	
Is a Total Mystery to Employees		Is Known but Not Remembered by Employees		Is known and Understood by Employees	
1	2	3	4	(5)	
Effectively "Sits		Is Used on Special		Shapes Our	
on a Shelf"		Occasions		Decisions	

**TOTAL SCORE:** 

**Our Big Statement:** 

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