

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.

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

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

Our Big Statement: _____					Score
①	②	③	④	⑤	
Is 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	⑤	
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 on a Shelf"		Is Used on Special Occasions		Shapes Our Decisions	_____
TOTAL SCORE:					_____



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your business
strategy for
today's
realities?

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of simple, actionable strategy that
leads to success.

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"Sorry, go ahead!"

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