

FINDING THE RIGHT PEOPLE TO ENGAGE FOR COLLABORATION

The smartest strategic thinking happens when you engage as many perspectives and voices as possible. No matter the size of your team, it's easy to get stuck in the habit of involving the same people in strategy discussions every year. Alternatively, you may hunker down, trying to generate new strategies all on your own.

Take 30 minutes and answer these questions to expand your thinking about potential strategy collaborators.



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

IDENTIFYING THE PEOPLE IMPORTANT TO THE SUCCESS OF YOUR INITIATIVE

- Who will develop it?
- Who might be a roadblock?
- Whose support is critical to move forward?
- Who will supply resources?
- Who will finance development and implementation?
- Who will evaluate the go / no go decision?
- Who will communicate it?
- Who will help create demand?
- Who will explain what it is & its benefits?
- Who will sell it?
- Who will provide training?
- Who will service / fix it?
- Who will regulate it?

EXPLORING A BROADER GROUP OF COLLABORATORS

Who are . . .

- Business confidants?
- People who always have smart opinions?
- Close customers who can openly share honest perspectives?
- Important voices from now or in the past?
- Well-informed family members?
- People who care about us being successful?
- Personal and professional cheerleaders?
- People who know the most about what we've been through so far?
- People who will share perspectives without any vested interest?
- Acquaintances who will approach questions with a fresh perspective?
- Most trusted individuals personally?
- Most trusted individuals professionally?
- Innovative thinkers close to the business?

**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 idea on what the right fun and productive strategy formula looks like for you.



Visit info.brainzooming.com/lets-chat-about-strategy