

FOCUSING YOUR ORGANIZATION ON WHAT IS REALLY STRATEGIC

Suppose you have too many great ideas, because of a lack of people, investment, and other resources for implementation. How do you stay focused on what's strategic for your organization to avoid distractions?

Apply this 3-question technique! Ask these questions about every potential initiative to narrow your focus.

If you get 3 Yes answers, it's a safe bet that you have a strategic issue on your hands. Two Yes answers suggest a borderline strategic issue. If none of the 3 questions results in a Yes, your issue is not strategic.

For each opportunity and challenge, ask:

- 1. If we don't address this, will its absence be widely apparent?**
- 2. If we do pursue it, will its impact will be widely felt?**
- 3. If we ignore the underlying situation, will it create significant issues?**



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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