

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.

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



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