

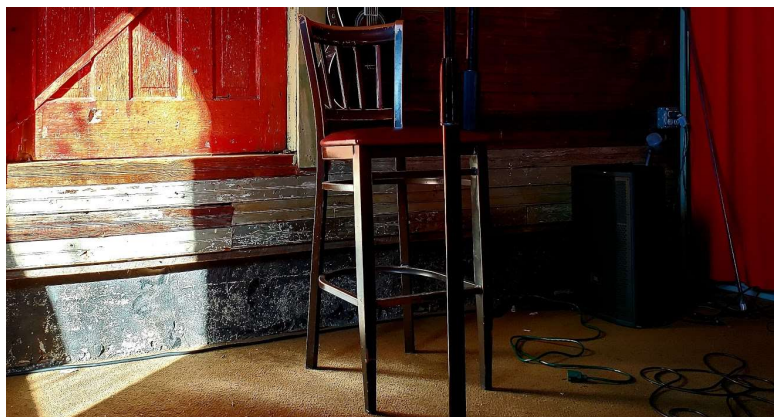
# PUTTING EVERYONE IN THE STRATEGY SPOTLIGHT

Want to more effectively engage your organization in developing strategy? Avoid asking about *what the organization should look like when it grows up or what its vision should be*. These produce blank stares more frequently than insightful ideas. Employees don't typically think about an organization within these big picture constructs.

Instead, gather an employee group—whether virtually or in-person—and ask questions they *can* answer.

Pick from the questions on the right. These are easier for employees to successfully address. Have your team start answering the questions individually, then share answers from others and collaborate to imagine even more possibilities. Alternately, give different questions to various small groups. Let them generate a lot of ideas before passing their questions to other groups.

Collect the answers when the 30 minutes are up. Identify the strategic themes and priorities that emerge among the responses as possible priorities.



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](mailto:info@brainzooming.com)

## QUESTIONS TO IDENTIFY STRATEGIC THEMES FROM EMPLOYEES

- What do **customers** ask us to do that we don't currently address?
- What **opportunities** do you see to improve *what* we do? And to improve *how* we do them?
- What are some **things aren't working** as they should for our customers? What **ideas** do you have to fix those?
- What ways have we figured out inside our organization to **work around typical problems**? What are some work-arounds that you know customers are using to improve things?

**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](https://info.brainzooming.com/lets-chat-about-strategy)