

SIMPLIFY HOW YOU TALK ABOUT STRATEGY

Two things guarantee that an otherwise solid strategic plan will sit unused: complex language, and generic language.

It's critical to avoid cluttering strategies with unintelligible jargon. And generic language that applies to *any* business won't serve you well, either. Strategic plan language should be *plain* language that sounds like your organization and the way it talks about daily business activities.



Another way to communicate your plan's simple language? Create a graphic that shares the big steps you will tackle.



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

The Exercise

These questions, which multiple people can address in a 30-minute meeting, will suggest simpler language. Invite groups to spend 5 minutes on each question, then move to the following ones. Multiple groups will generate many ideas to communicate a strategy in plain language. The goal? To spur the hearts, minds, and actions of your entire team.

Identifying Simple Language

- How would we communicate this in a way that **really inspires** our employees to greatness? How about potential employees?
- If we were telling somebody who knows nothing about our business why this idea is **important** to the company's success, what would we say?
- How would one of our **moms proudly tell a relative** about what we're doing?
- If we had to **explain this to children**, what would we say so they could understand it and be able to act?
- How will we talk about it **when we've accomplished this goal**?



Ready to update
your business
strategy for
today's
realities?

Now's the time to learn the basics
of simple, actionable strategy that
leads to success.

Start right now!

brainzooming.com/simplestrategy



Access your team's best ideas
online without a single,
"Sorry, go ahead!"

info.brainzooming.com/blast

Blast! is an innovative online experience where you and your team answer questions that propel you to impactful breakthroughs. Proven questions, candid responses, and your team's imagination create amazing results. There's no software to download. And it all gets done in 30 minutes. Yes, really. It's a whole new way to collaborate.