



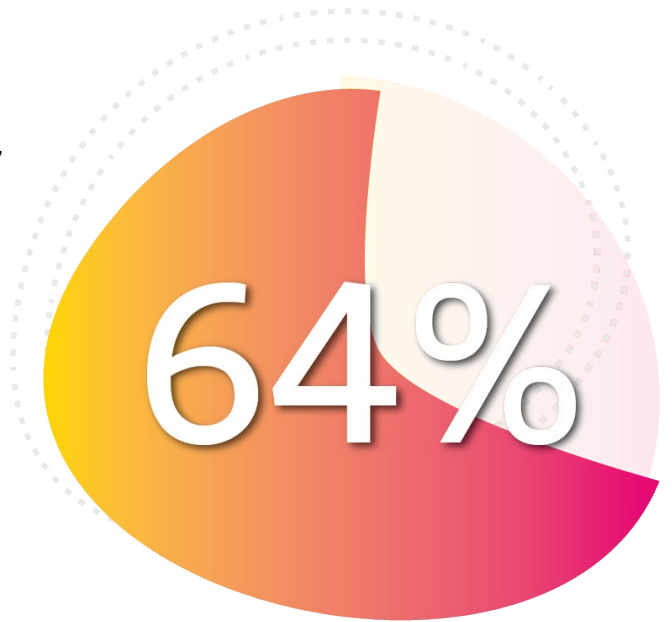
SETTING BUSINESS PRIORITIES

**A Five-Step Exercise
for the Leadership Team**

root[®]

**64% of executives say
they have too many
conflicting priorities.**

Don't be one of them.



For any plan, initiative, or strategic change to be successful, you need to have a set of clear priorities to guide your actions. The priority-setting process lays the foundation and direction for the rest of the business to follow. Having a plan and aligned priorities that support your objectives creates a common view of the goal and the path to reaching it. It ensures people are aligned and informed throughout the process.

This five-step worksheet will get you started on setting priorities for your business.

a. List your biggest organizational challenge in five words or less.

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b. Define and align on what you must “solve for” to tackle this challenge.

c. What teams, departments, or lines of business are key to solving the problem or seizing the opportunity?

d. Does each team or department know the “size of the prize” in the problem or opportunity identified?

e. What are the most strategic questions we must answer to solve the “big picture” problem?

a. For each team/department/line of business you named above, list one or two priority actions each must take to answer the most strategic questions.

- [illegible]

a. What three things do you need to accomplish to run your business better today?

b. What three new capabilities do you need to build for tomorrow's business?

c. What three things are you willing to bet will mean big growth for your organization in the long term?

a. List five key words you would use to describe your strategy and its intended results.

- d.** What outcomes will these behaviors drive?

