

THINKING STRATEGICALLY

Worksheets for Clarifying Strategic Objectives

Use this tool to articulate your group's strategic goals and aims, and to clarify what you hope to achieve through strategic thinking. Clarifying objectives enables you to set the stage for thinking strategically about your work.

1. What strategic objectives has your boss defined for you and your group? List them below.

2. If some or all of the objectives your boss has defined are vague or general, how might you gain further clarity and specificity? For example, if your boss has told you „We need to be more innovative“, you might ask. „Where should we focus our innovation efforts - on products? Process? Sales? Services?“

3. What idea for strategic objectives might you add to those mandated by your boss? Consider goals your group could aim for in order to make the best possible contribution to your company in the coming years.

4. What strategic initiatives have you recently been charged with leading? Strategic initiatives are projects - such as installing a customer relationship management system, or enhancing quality control process - designed specifically to help you carry out a company's or unit's strategy.

5. What is the strategic priority that each of the initiatives you're leading is intended to serve? For instance, is the new CRM system you're helping to research designed to enable your company to identify new customer segments?

6. How might you ensure that your strategic initiatives objectives remain clearly focused on the company or unit priorities they are intended to serve? Often, initiative stakeholders have different goals in mind for a particular project - which can lead to chaos and allocation of resources away from strategic priorities.

7. Are there alternative projects that merit consideration in addition to the strategic initiatives cuttingly on your plate? How do the various alternatives compare in terms of cost, feasibility, and other criteria?

8. For each strategic initiative you're working on, write the project objective below. Ensure that each objective is SMART: specific, measurable, achievable, realistic and time bound.



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