

Priority Order	Company	You
Creation of a digital “cloud based” service for provision of the software	1	
Investigating the use of the data conversion product that is available in order to improve efficiencies in operation	2	
Expansion of existing product into overseas markets such as Brazil	3	
Increasing the development effort on our existing product line including more advanced reporting and other innovative features.	4	
Undertake a significant marketing campaign to promote our solution in the existing market.	5	
Other		

Once you’ve decided your priority order then your next task is to determine what you’re going to say to the executive board.

A note to the reader

Do try the exercise and spend that forty-five minutes on it. The temptation is always to skip to the next chapter and find the “*answer*” — if there is such a thing. However, that misses the whole point. This scenario is about you learning to play the game and to do so you need to put yourself in an uncomfortable position of getting things maybe wrong or maybe right. Try not to guess, try and work out why you feel this is the right or maybe the wrong thing to do. If you get flummoxed