

Priority Order	Company	You
Creation of a digital “cloud based” service for provision of the software	<b>1</b>	
Investigating the use of the data conversion product that is available in order to improve efficiencies in operation	<b>2</b>	
Expansion of existing product into overseas markets such as Brazil	<b>3</b>	
Increasing the development effort on our existing product line including more advanced reporting and other innovative features.	<b>4</b>	
Undertake a significant marketing campaign to promote our solution in the existing market.	<b>5</b>	
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. If you get flummoxed then give yourself a bit more but set a time limit, no more than an hour and half. Force yourself to make a choice.

Though I’ve provided some analysis, there’s still a lot to think about. What is right for the company? What is right for the conglomerate that you’re a board member of? What options are open to you? How do you message this to both the company and the board? If you’re struggling