***Minimum Viable Strategy Context***

**Get the ball rolling by identifying the minimum actions your strategy needs to exist.**

You can bring a brilliant value offering to life in so many ways: in your product, your branding, your sales, etc. But first, nail the most important actions: the ones that will make the difference between delivering and not delivering your value. Prioritize your actions to build your brand on a strong foundation.

Before, nail down your Strategy Story. After, use Kill List to focus your energies on only things that contribute to your success.

1. Assemble the six people most responsible for your brand and divide them into pairs. (You can do this with a smaller team, or even alone at a pinch.)

2. Give each pair one of the following categories and ask them to review the brand strategy and come up with things the business must do because of it (not what it would be nice to do).

**Product**

What must the product do if the brand is to deliver this value. Does it do it? Does it need tweaking? Do you need an additional product to build out the offering?

**Branding**

What must the branding communicate if people are to understand this value? Does the current branding do so unambiguously? If not, what's it saying instead?

**Distribution**

Where must the brand be present if it's to reliably answer the need the strategy dictates? Is it there now? Where do you need to take it?

3. Review the findings as a group and identify the truly essential actions. Commit to at least two of them.