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| **Set Goals – What questions help us plan?** |
| Use these questions to think through how you will share your goals with your leadership team. Sharing your goals with others helps you clarify and own your goals. |
| **What is our destination?**  Where are we going? Is it the right place? What will it look like when we get there? What will we do? What will our customers experience? |
| **How will we get there?**  What people do we need to make the trip? Do we have the right skills and equipment? How long will it take-how much time will we need? |
| **Why is it important for us to reach that destination?**  What difference would it make if we don't get there? Who would it affect? How would it help us if we arrived? |