

## **Signs you lack a strategy**

1. A lot of activity that fails to deliver significant benefits
2. Not knowing which option to pick or pursue
3. Repetitive debate and discussion about focus, priorities and direction - constantly going over the same ground
4. Difficulty choosing between equally valid but incompatible options

“If our goal is to X, then I recommend we do A. But if our goal is Y, then we should do B instead”

“Is X or Y more important to our organisation?”

“Is our goal to do A or B?”