

Exercise

Read through Kennedy's moonshot speech

In your group discuss:

1. What is the **concrete, tangible goal**?
2. What is the **significant positive change** Kennedy hopes achieving it will bring?
3. What leads Kennedy to believe **the goal is achievable**?
4. What are the most significant **barriers to success**?



Strategy is a **coherent plan** to
achieve a goal that will lead to
significant positive change



What was
the
concrete,
tangible
goal?