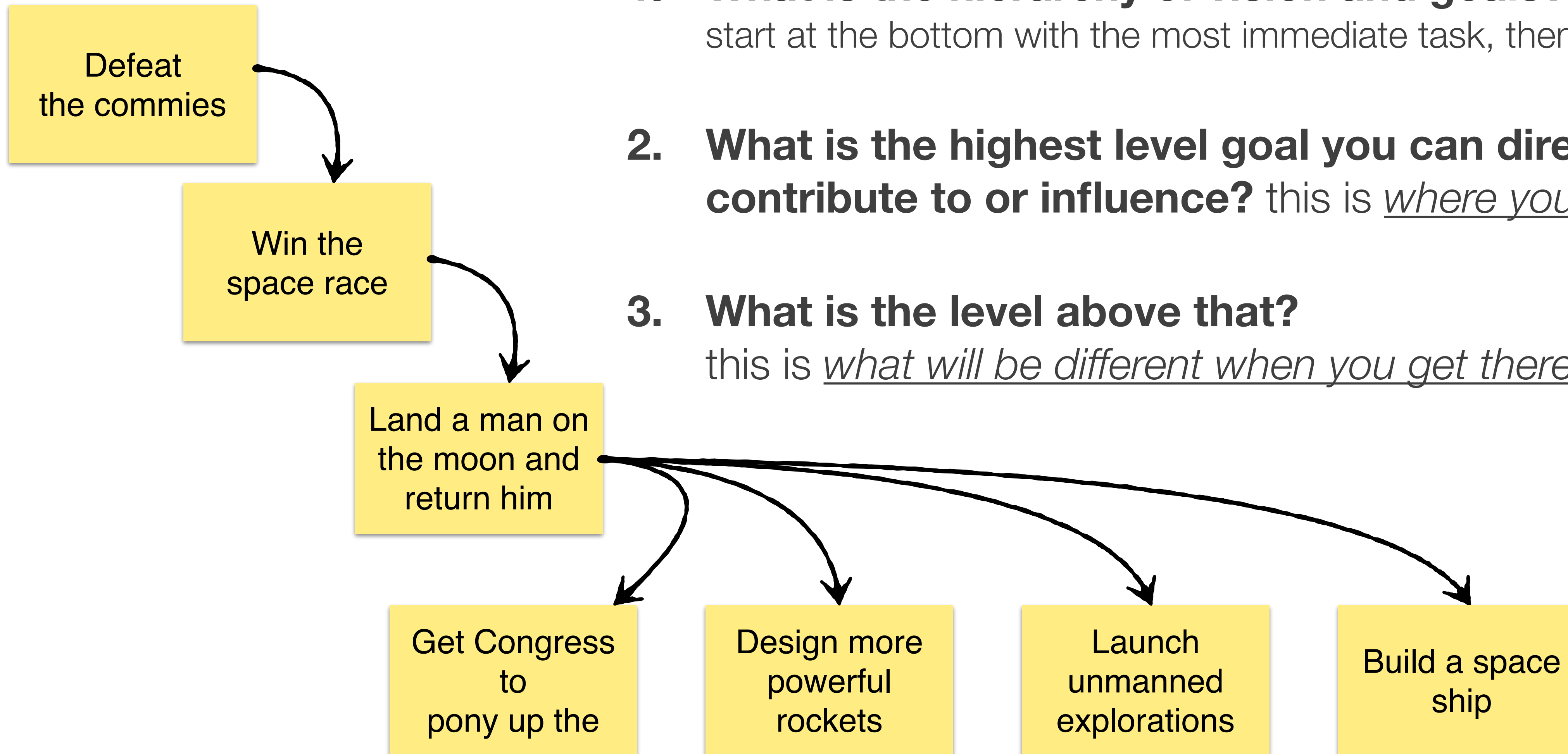


Pick your mountain

Think about a project you are working on, or a situation you want to change:



1. **What is the hierarchy of vision and goals?** it may help to start at the bottom with the most immediate task, then ask “why?”
2. **What is the highest level goal you can directly contribute to or influence?** this is *where you are going*
3. **What is the level above that?** this is *what will be different when you get there*

Strategy tells us

Where are we going?

What will be different when we get there?

Where are we now?

How are we going to get from here to there?

What might stop us and how will we overcome that?