

1. problem statement

2. opportunity/objective

3. situation/constraints/context

4. recommendation: Big Idea

5. recommendation: smaller ideas/
releasing early value/validation

6. principles, models

←● Diagnosis

←● Unifying idea

←● Coherent
plan of attack

Exercise

Brainstorm on page one of the strategy worksheet, or using post-its:

- 1. Problems (for users, for org, for you)**
- 2. Objectives (for users, for org, for you)**
- 3. Opportunities**
- 4. Constraints**
- 5. Wider context/situation**