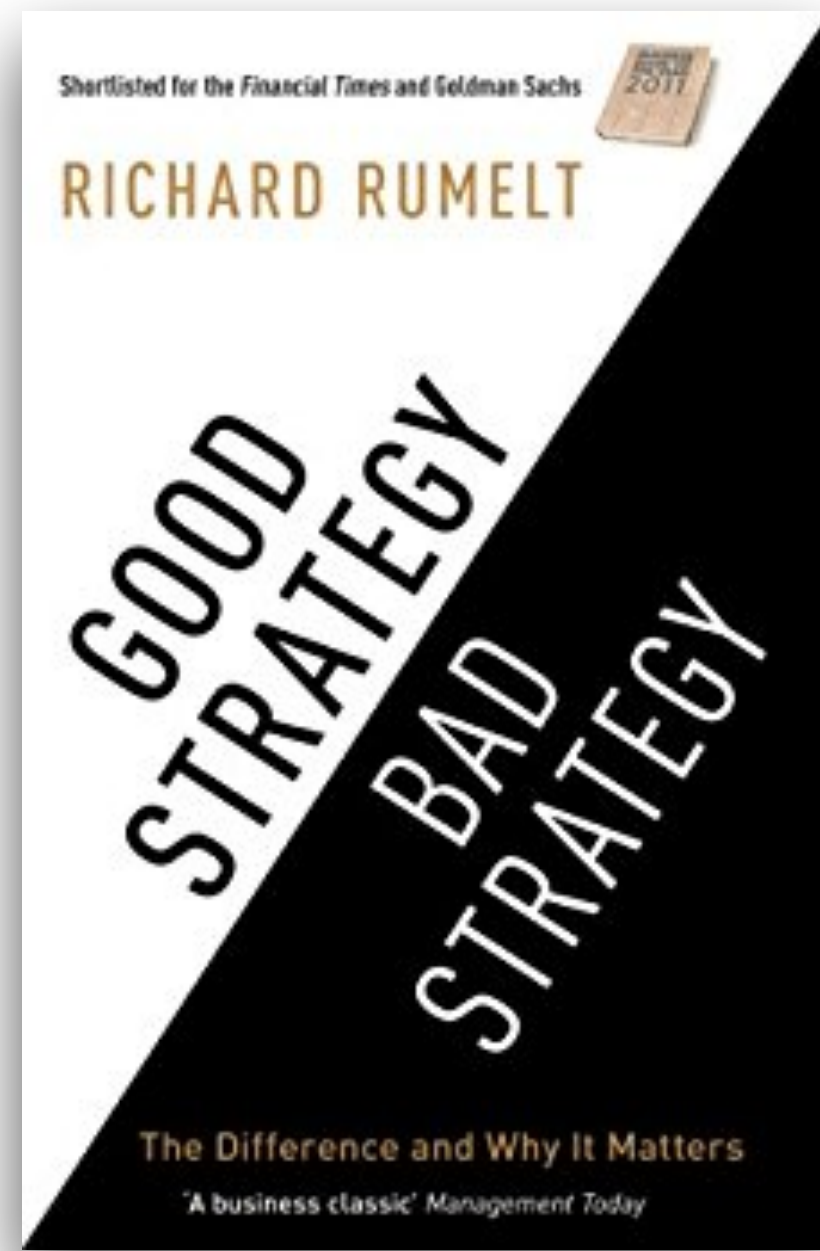


Exercise

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**



“A good diagnosis simplifies the often overwhelming complexity of reality by identifying certain aspects of the situation as critical.”

Richard Rumelt

Good Strategy/Bad Strategy