

# EXERCISE: WHY IS THIS IMPORTANT?

SAMPLE

How will going through this Strategic Design process be different from what you've done in the past?

In the past, our process for planning for the future has been disconnected from reflecting on the past. We've also had longer lists of company goals assigned to individuals, rather than a few initiatives into which those goals are organized.

What will walking through Strategic Design allow you to accomplish?

We'll be able to actually achieve the future we imagine by connecting that vision to the daily actions of each person on our team. Everyone will be on the same page about what matters, and why. This alignment will transform our ability to collaborate and help improve our results.

What's at stake if you fail to design your future?

If we don't design the future, it will happen to us. We'll be constantly reacting to the marketplace, to our competitors, to the environment. Living in reaction mode will hurt our decision-making and lead to burnout for our team—especially our leaders.

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