

IDEA:

Brief Description:

TIME: How long will it take?	IMPACT: What difference will it make to strategy?	EXECUTION: How difficult will it be to plan and do?	TOTAL SCORE
1 - (0-6 months)	1 - (High Impact)	1 - (Simple)	
2 - (6-12 months)	2 - (Some Impact)	2 - (Challenging)	
3 - (12 months +)	3 - (Little Impact)	3 - (Complex)	

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 FOCUS STRATEGY NAME:

Instructions:

- Brainstorm as many actions as you can that will help move this strategy idea forward
- Pick 8 ideas and write each one in a separate box:
  - Give the idea a name
  - Briefly describe the idea
  - Evaluate each idea based on:
    - TIME: how long it will take
    - IMPACT: what difference it will make to the strategy
    - Execution: how difficult it will be to do the idea
- Give each idea a total score.

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