

# Defining Strategy Clarity Worksheet

## **#1: Why Do We Exist?**

Why does your association exist?

## **#2: How Will We Behave?**

What are your association's core values?

Where do you see these values in action – or lacking?

## **#3: What Do We Do?**

Write down a one sentence description of what you do as an association. (no adverbs like "world class," just "we provide [these products and services] to [these people]:

## **#4: How Will We Succeed?**

What are your association's three strategic anchors?

Prompts: What are the three pillars on which you will build your association's strategy? What are the three areas at which your association will commit to excelling?

## **#5: What Is Most Important Right Now?**

Write down the single most important goal your association needs to focus on in the next 6 months. (OR if every area of our operation remained at its current level of performance, what is one area where change would have the greatest impact?)

## **#6: Who Must Do What?**

## **ABOUT MARK**

Mark works with leaders who want their teams to work together like they never have before, through his keynote, retreat, and advising programs.

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