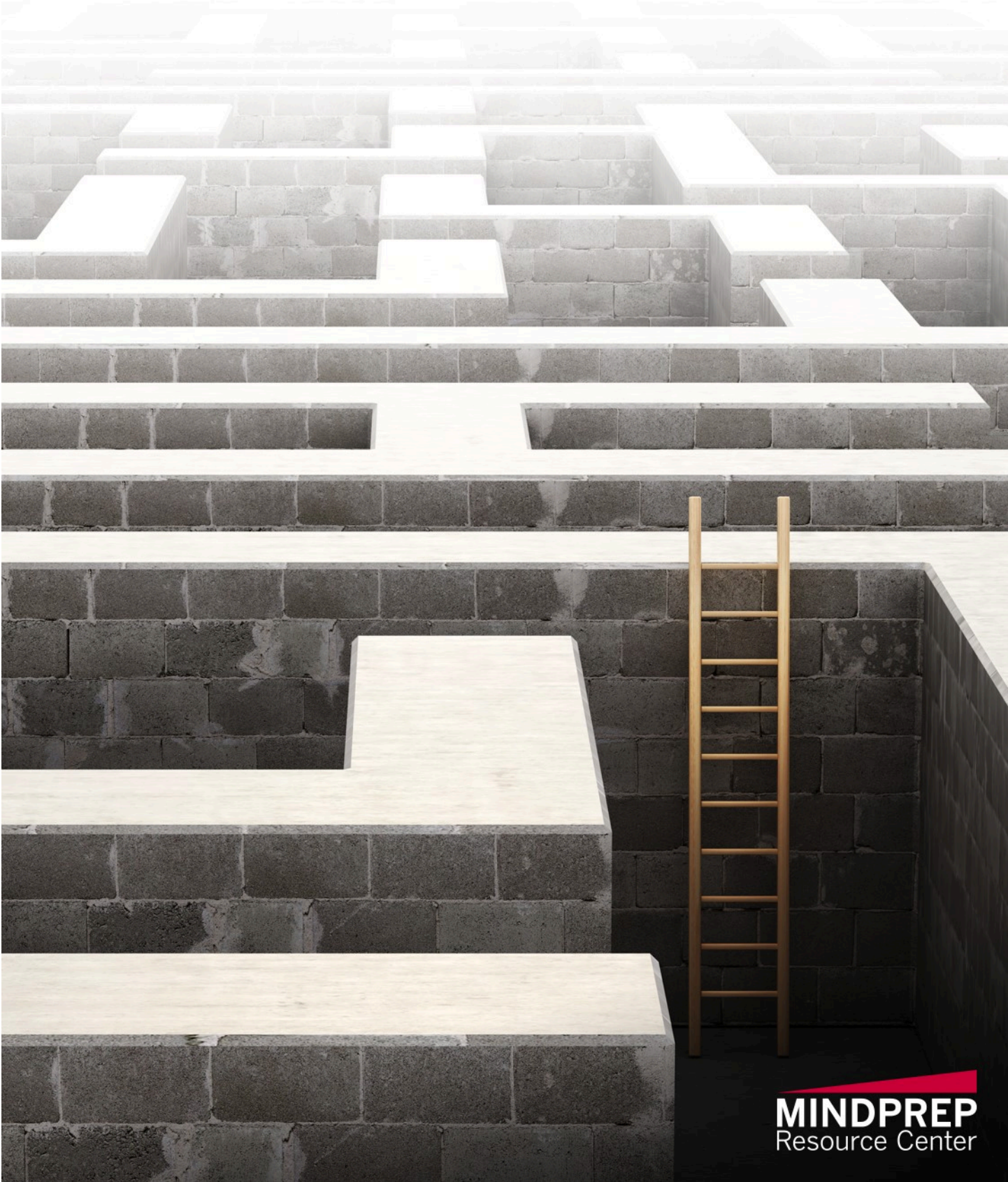
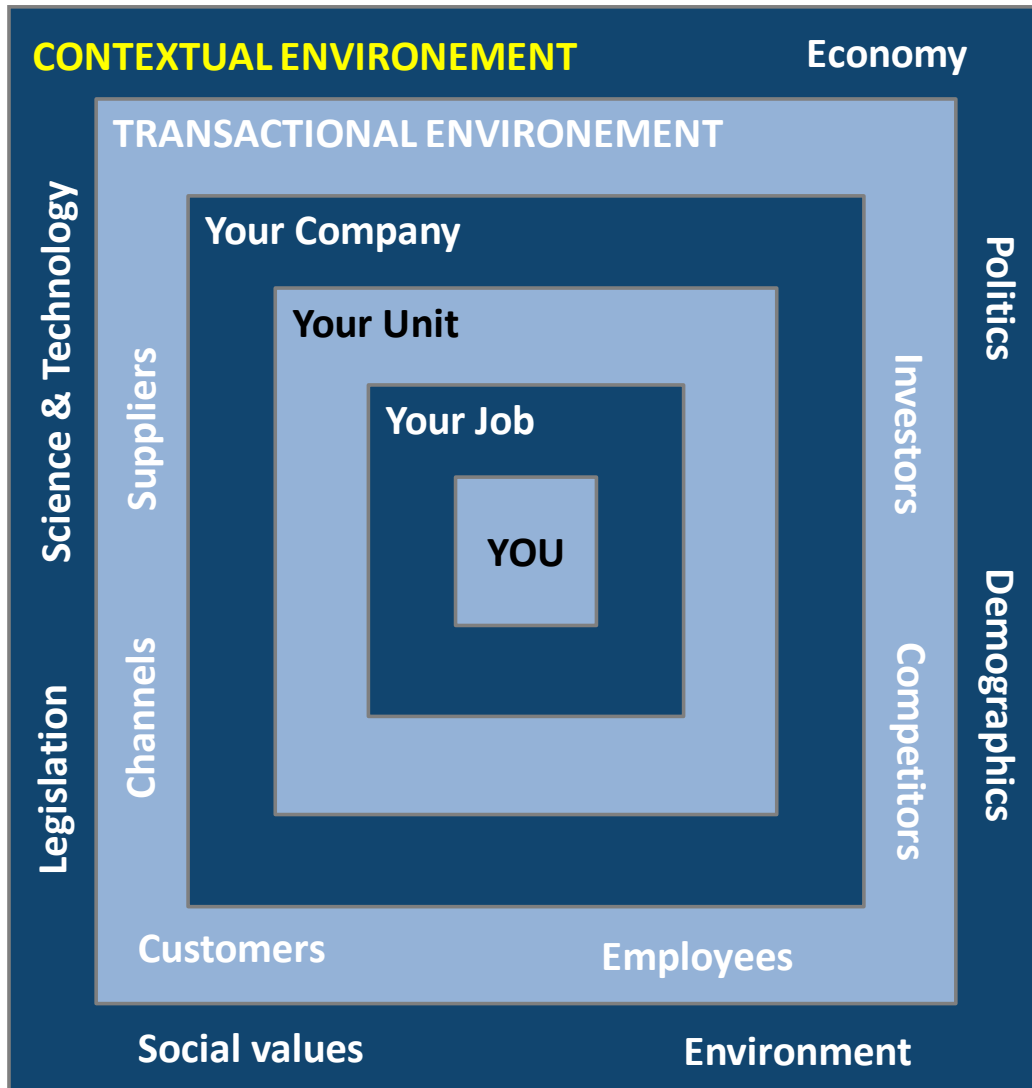


Thinking in Bigger Boxes

A MindPrep Essentials Workbook



You need to think bigger if you want to know why your world is changing



Awareness of the context of your job is critical to becoming a better strategic thinker and decision maker.

Problems and opportunities generally come from larger systems and it's your responsibility to stay aware of happenings in the larger systems surrounding you and your job.

The purpose of this workbook is to help you think about change in the larger environment.

Plan on spending 90 minutes every quarter with your team to discuss the implications of changes in the larger environments that might affect your plans and your decisions.

Work on answering the following questions.

What's going on in your contextual environment that will affect your industry and strategic priorities?

Consider changes and trends in any or all of the following and how these changes might affect your strategic priorities and how they are implemented?

- Economy
- Politics
- Demographics
- Environment
- Social Values
- Legislation
- Science & Technology

Considering these changes, what scenario or scenarios make sense as you think about the future?

What's going on in your transaction environment that will affect your company and strategic priorities?

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- Investors
- Competitors
- Employees
- Customers
- Channels
- Suppliers

Considering these changes, what modifications to your strategic priorities make sense as you prepare for the future?

What's going on in your company that will affect your unit and how you will translate strategy into action?

Has there been a shift in the company's de facto strategy? (Watch the actions, not the words, of senior management.) If so, what has changed?

Have there been changes in senior management? What is she/he doing differently than the predecessor?

What else is interesting about company changes?

What's going on in your unit that will help or hinder your ability to turn strategy into action?

Have key performance metrics changed?

Has your boss' priorities changed? Will this affect your job?

What else is interesting about how your unit is changing?

Considering all of the preceding changes, how might you modify your unit strategy to make it more valuable to the company?

What does any of this have to do with you?

Are your skills and knowledge aligned with new and emerging challenges?

What decisions should you be making or influencing now to prepare the team for the future?

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How do you think your job should change in the coming 12 to 18 months?