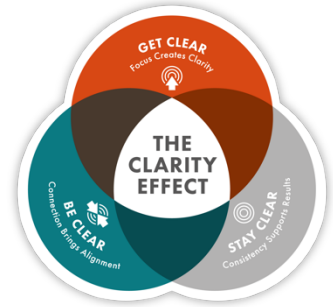


The CLARITY Effect SMART Vision™ and SMART Strategy™ Questions



The Five SMART Vision questions

Why do we exist, or what is our cause? (core purpose)

How do we behave or act? (core values)

What do we want to achieve? (compelling future outlook)

What will keep us on course to succeed? (strategic anchors)

Who best fits us? (ideal customer)

The SMART Strategy Questions

Strategic Roadmap

- What objectives are needed to help us achieve our compelling future outlook? *(used only if the outlook is 5 + years out)*
- What are the operational targets that must be achieved in the current year? *(put in order of priority with number one being the most important goal)*
- What are the priorities that must be accomplished in the current quarter that will support achieving our one-year goals?
- What metrics should we be tracking on our scorecard to ensure progress of our goals - operational targets/priorities?

Avoiding the Train-Wreck

What potential obstacles/issues might get in the way of our success? (create your list)

What are strategies to help us navigate around an identified obstacle/issue should it occur? (create a strategies for each obstacle listed above)

Organizational Design

Structure: What are the roles and functions need to be successful today? To meet the future outlook?

Systems/Processes: How will we set up the business and what are the effective processes we will need to ensure the systems run smoothly today? To meet the future outlook?

Skills: what skills and knowledge is required of each role today? To meet the future outlook?

Identify:

Current gaps in all three and create a solid action plan to fill those gaps and implement.

Future gaps (double-vision) and create an action plan to fill the gaps before they arise during the journey to the future outlook.