

A MINI PLANNING EXERCISE

Take some time before the end of the year to reflect on how you've progressed this year and build momentum for 2025.

Three simple questions will help you think through your ambitions and what steps you need to take now to achieve them.



These key questions are embedded in the questions below. So settle in with a pen, a cup of tea (or something stronger!) and work through these with your team.

1. Your Starting Point

How do you describe your position today?

How far have you progressed, and what have you learnt so far?

2. Your Future

Set a date either 1 year or 3 years from now (depending on your planning timeframe):

Describe 2 possible scenarios for your operating environment over this timeframe.

Year

20__

Best case scenario

Worst case scenario

What if you could succeed beyond expectations in this scenario?

For each of these scenarios, describe the most successful outcome for you.

Success in best case scenario

Success in worst case scenario

Circle the common elements of success in both your scenarios (you will be writing them in the next table), and let's focus on how we achieve those.

3. Keys to Success

Write down the top 3 common elements of success from the previous scenarios in the Success Goal boxes below.

For each element of success, what needs to go right (enablers) and what could make it more difficult for you (hurdles)?

These can be internal (eg. skills, capabilities, mindset, resourcing) or external (eg. competitor activities, customer's changing needs, potential substitutes, government regulation).

Next, write down some ideas for making the most of opportunities (enablers) or overcoming those difficulties (hurdles).

Take your time with this – challenge yourself to include some new or different ideas, don't just repeat what you're already doing!

Success Goal **1**:

Enablers

Hurdles

Ideas for
maximising enablers
OR
overcoming hurdles

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Success Goal 2:

Enablers

Hurdles

Ideas for
maximising enablers
OR
overcoming hurdles

Success Goal 3:

Enablers

Hurdles

Ideas for
maximising enablers
OR
overcoming hurdles

4. Potential Strategies

List all the ideas from the table above, and any other great ideas you have for 2025, in the table below, numbering each of them.

1.

2.

3.

4.

5.

6.

7.

8.

9.

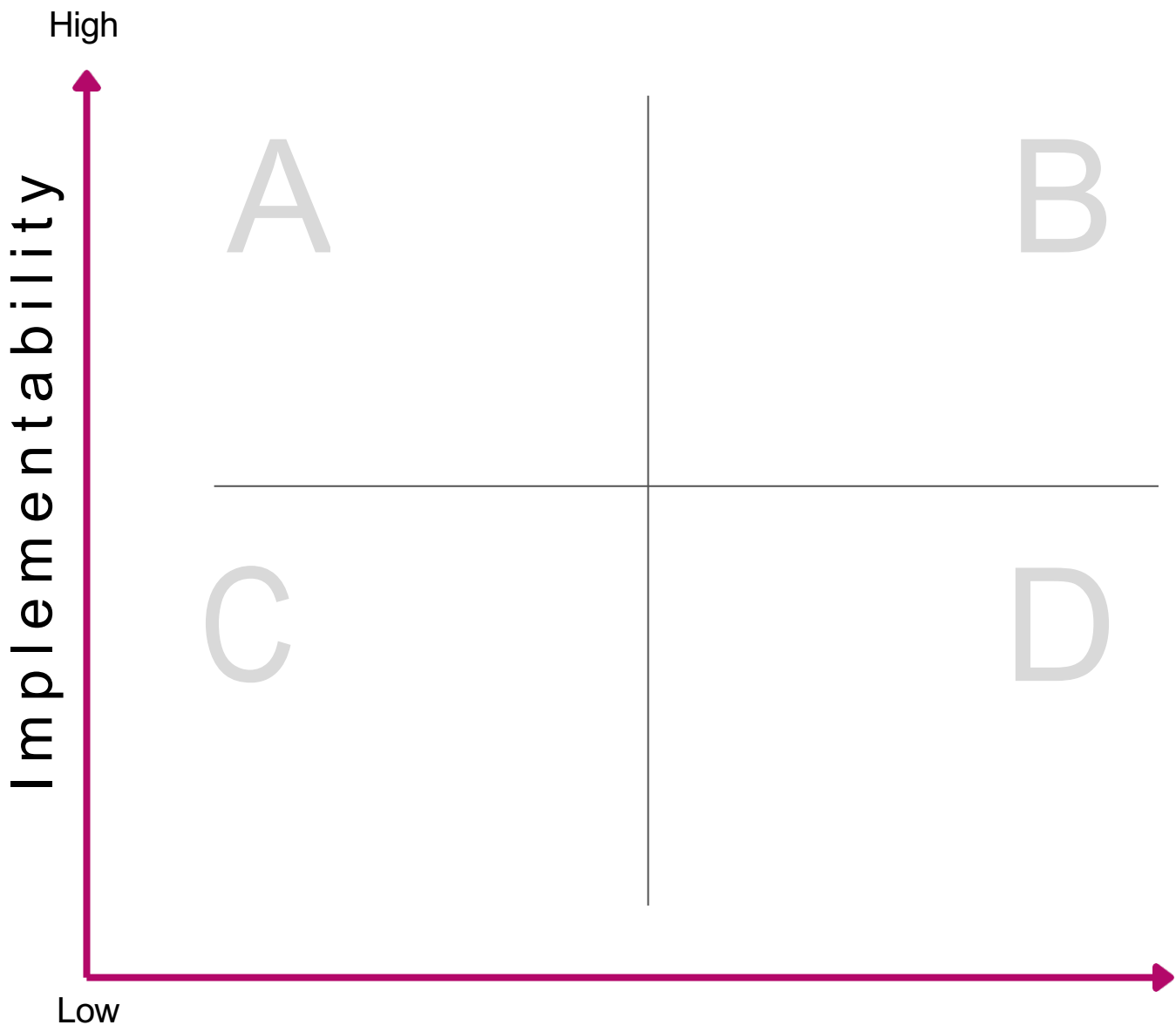
10.

5. Setting Priorities

For each of the potential strategies above, plot their numbers on the graph below by asking yourself:

- how much will this contribute to me achieving my success goal in 2025? (impact)
- how feasible is it for me to do this in 2025? (implementability)

This will help you focus in on what matters most – to start to choose your most important priorities. They don't all need to fall in the "A" quadrant, but it may help you think through how and what you plan to do.



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6. THE NEXT... FIRST STEP

You still have some work to do turning these priorities into an action plan, with deadlines and allocating responsibilities. But for now, just write down the first step you will take to start implementing each of your top 5 priority actions.

*This will help you focus in on **what matters most** – to start to choose your most important priorities. They don't all need to fall in the "A" quadrant, but it may help you think through how and what you plan to do.*

PRIORITY	MY FIRST STEP
1.	
2.	
3.	
4.	
5.	

7. CELEBRATE

Congratulations! You've taken the time to think about what's next.

Today's exercise is not a deep dive into strategic planning, but hopefully it's given you a chance to reflect and start to think a bit further forward – at least into the next twelve months.

For more help with comprehensive planning, and to build your team's strategic capability, please don't hesitate to contact me at hello@rosieyeo.com.au.

And for more inspiration, grab a copy of "Go for Bold: How to create powerful strategy in uncertain times" online or at a bookshop near you.

Rosie.