

## STRATEGY & GOAL SETTING FOR A NEW NORMAL

Culture change happens one person at a time, one group at a time. To intentionally create lasting positive change, you'll need strategy and goals, action and accountability. Whether you're working solo or with others, you'll be most effective when you take the time to:

1. Identify your Mission, Vision and Core Values.
2. Clarify your WHY. What is your reason for being? What value proposition do you propose to have?
3. Identify and prioritize your key drivers. What are you wanting to accomplish?
4. Identify and prioritize your strategies. How will you go about accomplishing your key drivers?
5. Clarify and define goals that will accomplish your key drivers and fulfill your Mission and Vision in alignment with your Core Values.
6. Agree on plans to implement, including who, what, when, where, and how, that will move you toward your key drivers and accomplish your Why. Consider possible obstacles and how you'll navigate to overcome them.
7. Determine how you will track your progress toward your plans, and hold yourself and others accountable for commitments to implement plans.
8. Embrace accountability and discipline as Values to engage in the work you and/or the group proposes to accomplish.
9. Evaluate your progress toward your goals.
10. Course correct as needed. Bring in outside eyes and ears and voices to check and give insight on effectiveness when necessary.