



# FAST A, B, C TO ACTIONS

## FIRST IMPRESSIONS

Before starting with the Six Steps write down you first impressions, feelings, and observations. Things that seem wrong, those that seem positive, those that strike you in any way.

## PART A: INTRODUCTION, STRATEGY DEFINITION AND ORGANIZATION

### PART B: 6 STEPS

- Step 1. **Area of Analysis** Definition
- Step 2. Current Situation **Goals** and Future Situation Goals.
- Step 3. **Observations** and **Issues** Generation.
- Step 4. **Rank** Issues after Grouping on Immediacy and Impact.
- Step 5. Design **Actions**.
- Step 6. Agree, Document and **Present**.

## PART C: PLAN HOW TO IMPLEMENT ACTIONS

### PART A: INTRODUCTION, STRATEGY DEFINITION AND ORGANIZATION

#### Setting up for Success.

<b>Part A.</b> Introduction, Strategy definition and Organization	<ul style="list-style-type: none"> <li>• Strategy is Action</li> <li>• Get a Team</li> <li>• Stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>&gt;List team members</li> <li>&gt;Engage all impacted by the project</li> </ul>	13
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<b>PART B: 6 STEPS</b>			
<b>Step 1:</b> Select what you are analyzing.	<ul style="list-style-type: none"> <li>• What business, organization?</li> <li>• What product/service, market, channel, customer segment, division, country...?</li> </ul>	> Write down the area of analysis.	31
<b>Step 2:</b> Set Goals and Objectives in the Present and Future.	<ul style="list-style-type: none"> <li>• What is the immediate goal?</li> <li>• What is the goal in the future?</li> <li>• What does success look like (End in Mind)?</li> </ul>	> Immediate Goal ..... > Future Goal ..... > End in Mind .....	35
<b>Step 3:</b> Observe and generate issues.  <i>This is the crucial phase, and you need to spend most of your available time on this.</i>	<ul style="list-style-type: none"> <li>• What sticks out after a first review (reading, studying a case, listening to customers, looking around, talking to people in <b>and outside</b> the organization...)</li> <li>• Link the observations to the goals.</li> <li>• Intuitive feeling at the start</li> <li>• Stand back and reflect on what is the key observation.</li> </ul>	> List top observations: <u>3 positives:</u> 1. .... 2. .... 3. ....  <u>3 negatives:</u> 1. .... 2. .... 3. ....  > <u>Key Observation:</u> .....	39
<b>Step 4:</b> Rank Issues.	<ul style="list-style-type: none"> <li>• The observations go in 2 lists “Current” and “Future” state. For current and future state identify SWOTs. Rank according to impact.</li> <li>• Is there an overriding issue?</li> </ul>	> Opportunities > Strengths > Threats > Weaknesses	51
<b>Step 5:</b> Design Actions.  <b>Strategy</b> is a series of <b>Actions</b> to reach <b>Goals</b> . In the Present and Future	<ul style="list-style-type: none"> <li>• 3 <u>actions</u> to stay in place?</li> <li>• 3 <u>actions</u> to reach the future goal?</li> </ul>	List current and future goal(s). Identify possible different futures. List actions accordingly and relate to issues.	59
<b>Step 6:</b> Agree, Document and Present	<b>Summarize:</b> Issues, barriers and actions to resolve issues.  5 bullet points. Elevator speech ready. Agreement stakeholders. Define what next.	What, who and when on one page (RACIS).  Report.	65
<b>PART C. CONCLUSION AND HOW TO IMPLEMENT ACTIONS</b>			
Plan how to implement actions.	Indicate <b>what, who and when</b> and an indication of <b>value</b> . If you have time do the Six Steps again.	Initial, High-level Strategy	71