

STRATEGY EXECUTION

What Goes in Your Box of Strategic Priorities?

Do your strategic sessions leave everyone confused? Empty-handed? Or with too many priorities? Try creating, defining and working the **Strategic Priorities Box** for clarity.

Limit your Strategic Priorities to FOUR. Here's how:

01

Everyone brings four

- Set a 12 to 18 month horizon
- Further out gets foggy

02

Find the alignment

- Compare the lists
- Start converging on overlaps

03

Work the tension

- Consider all perspectives
- Dissent helps, up to a point

04

Shelve the rest

- Four is the cap
- Shelved is not discarded

Four Corners = The Box. Now start filling it:

01

Priority One

02

Priority Two

12 TO 18 MONTHS

A fifth corner does not make a bigger box. It removes the walls.

03

Priority Three

04

Priority Four

LAYER ONE

Key Activities

- Three to five per priority
- What gets done daily, weekly, monthly
- No cadence means no priority



LAYER TWO

Key Resources

- What supports the activities
- Tangible: people, machinery, processes
- Intangible: research, intellectual property, workforce training



LAYER THREE

Key Partnerships

- Internal and external to the company
- Essential to the activities or resources
- Without them, the priority stalls



Then Keep Asking: Does This Belong in the Box?

IN THE BOX

- Keep doing it
- Resource it and pursue it
- Keep unpacking it

OUTSIDE THE BOX

- Revisit it at a later time
- Or shelve it indefinitely
- Say which one out loud

If everything is important, nothing is ... and nothing gets done.

Pinset Advisors helps owner-operated and family businesses define the box and hold the line on what stays outside it.

START THE CONVERSATION

www.pinsetadvisors.com

mbraun@pinsetadvisors.com