Compare pros and cons, or explore environmental forces. This is a good "warm-up" exercise to establish a high-level sense of the landscape and context. Forces in favor can lead to identifying favorable trends, champions, and opportunities; forces against can lead to unfavorable trends, resisters, and risks.

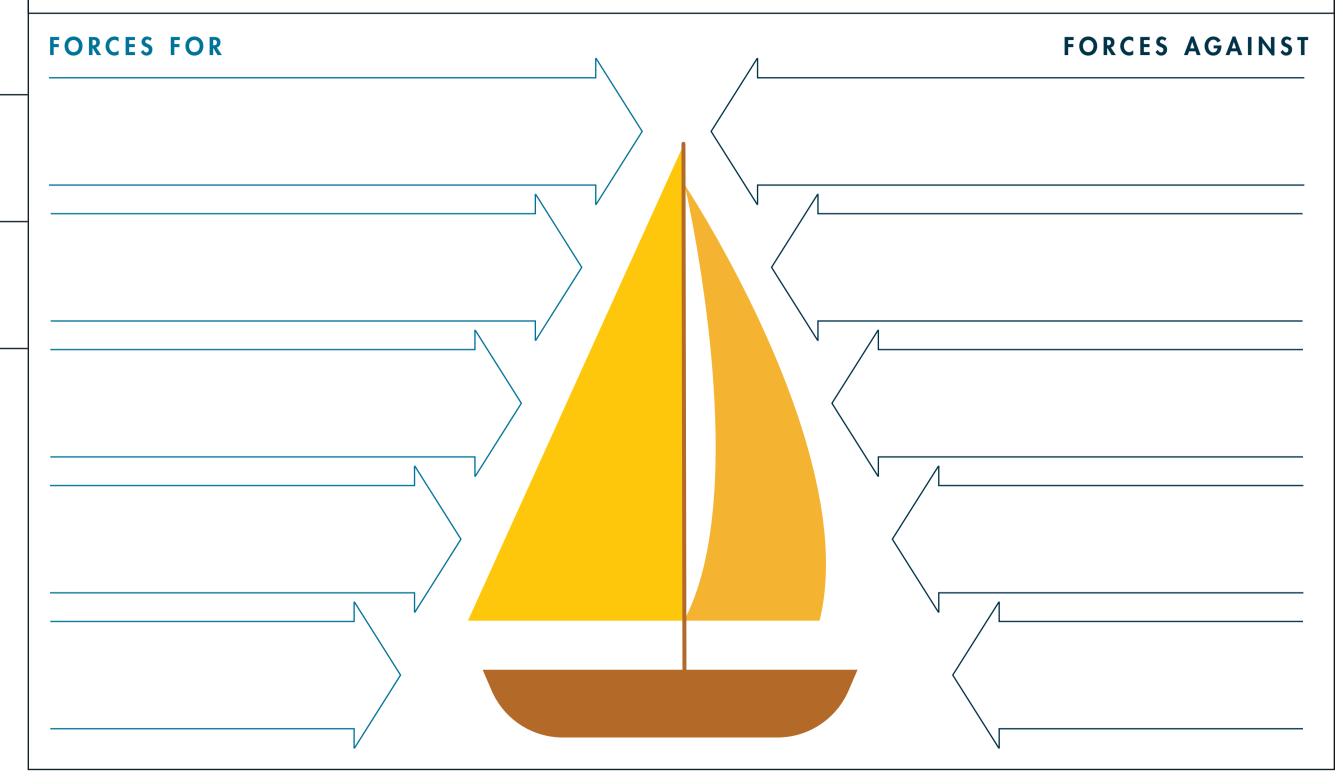
Brainstorm the forces at play, documenting each force on a separate sticky note. Place sticky notes in FOR and AGAINST side.

What forces will hinder us from achieving success? Where is the wind in our face?

What forces are pushing us toward the desired goal? Where is the wind at our back?

Once all the forces are identified, give them relative weight by placing the sticky note in the arrow indicating the size of the force. The longer the arrow, the stronger the force.

TOPIC:



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