



Keep conversations & ideas at the right level for each phase.

100,000ft

BIG IDEAS

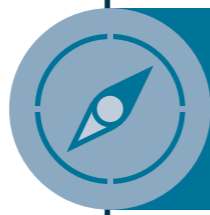
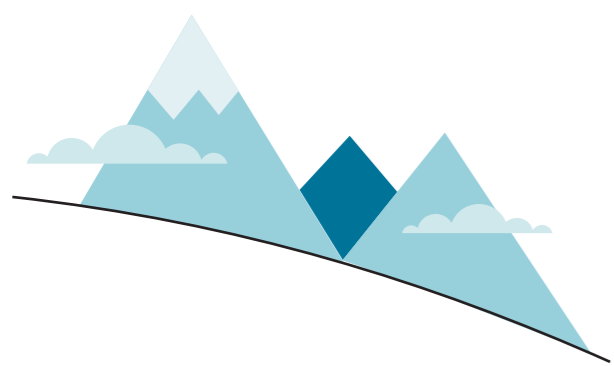


ENVISION

Determine our destination and criteria for success

10,000ft

PLANS FOR ORGS

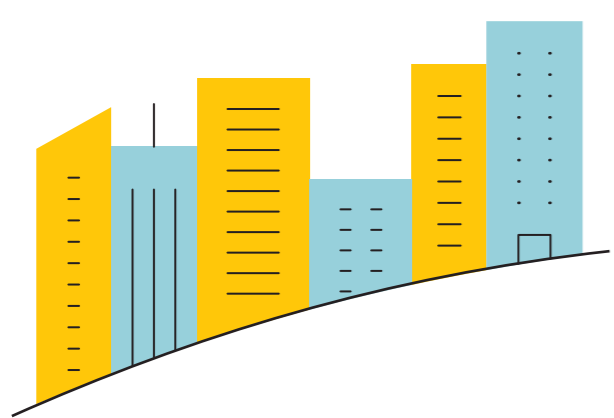


DISCOVER

Understand information and context; uncover insights

1,000ft

PLANS FOR GROUPS

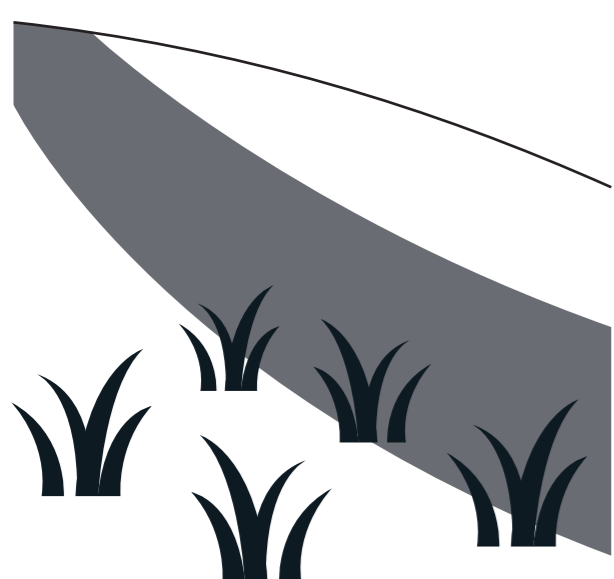


DESIGN

Design the activation plan

100ft

PLANS FOR INDIVIDUALS



Weeds



EXECUTE

Define the rules for success



Keep conversations and ideas from straying into the minute details of implementation. This level of detail is referred to as the "**weeds**" and it can prevent us from seeing the bigger picture.