

Strategic Choices Filter

This list of questions will help your organization determine whether pursuing a particular course of action is in harmony with the organization's overarching vision, mission, and strategy. Consider these questions when exploring:

- A new initiative or program
- An investment
- A new market, product, or service
- A potentially large customer

Give careful consideration to each of these questions. Doing so will prevent you from chasing shiny objects that look enticing, but which just do not fit your organization. Pursuing new things can be alluring, distracting...and potentially devastating.

Is this opportunity consistent with and supportive of our vision? In what ways?

Is this opportunity consistent with our strategy? How?

Is this opportunity financially sustainable? How will it be funded initially and on an ongoing basis?

Do we currently have the capabilities to capitalize on this opportunity? If not, is developing these capabilities consistent with our vision, mission, and strategy?

How will we develop the capabilities required to seize this opportunity?

In what ways will this opportunity engage our stakeholders (customers, suppliers, employees, investors, our community)?

Can we measure the impact of pursuing this opportunity on our stakeholders? How?

What are the known trade-offs to pursuing this opportunity? Can we reconcile them? How?