

Strategic Worksheet

Identify your New 2020 Mantra

Perform a mini **SWOT** exercise with new findings relevant to the current landscape.

Strengths	Weakness
1.	1.
2.	2.
3.	3.
Opportunities:	Threats:
1.	1.
2.	2.
3.	3.

Scenarios

Identify 3 likely scenarios that could impact your business this year. Look for impacts and scenarios that are specific to your location and customer base, as opposed to national rhetoric. Be specific.

1.
2.
3.

Ideate

What ideas have you had during this exercise? Write down as many as you can. Encourage the whacky ones, don't hold back, just write until you cant any more. Then take a break.

Circle your favorite (no more than 5)

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Prototype

Write down what you can do now to prototype some of those ideas

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Repeat this exercise as often as you like.

It's good to keep ideating to remain current , so that you and your organization aren't caught off guard. Uncertainty breeds creativity. Channel creative energy towards positive innovation; now and into the future.