

Strategic Clarity Tools

From the webinar
"True North: The Power of Clarity"



For more information email us at info@agilityze.com

Tool: Mission Statement Clarity Test

Rate the Mission Statement on the following criteria	Rating					Ideas for improvement
CONCISION: Brief but comprehensive	1	2	3	4	5	
CURRENT RELEVANCE: Applicable to the present	1	2	3	4	5	
OPTIMISM: Denoting confidence and hope	1	2	3	4	5	
MEMORABLE: Easy to remember	1	2	3	4	5	
PRESENT (tense): Occurring now	1	2	3	4	5	
PLAUSIBILITY: Reasonable, probable	1	2	3	4	5	
AUDIENCE-FOCUSED: Connects with their beliefs	1	2	3	4	5	
SPECIFICITY: Sufficient related details	1	2	3	4	5	
SHARED: Many people believe in it	1	2	3	4	5	

How can I make our company's mission more meaningful to me and to those I lead?

Tool: Vision Statement 'Compelling' Test

	Rate the Vision Statement on the following criteria	Rating					Ideas for improvement
CONTENT	The statement is CLEAR and simple to understand	1	2	3	4	5	
	Describes a UNIQUE vision differentiate us	1	2	3	4	5	
	Sets a clear DIRECTION for the organization	1	2	3	4	5	
CONTEXT	Attracts the PEOPLE who are critical to success	1	2	3	4	5	
	Is TIME oriented and/or bound	1	2	3	4	5	
	Is RELEVANT, people can relate to it	1	2	3	4	5	
CREDIBLE	Is EXCITING to others	1	2	3	4	5	
	Sets an ASPIRATION that INSPIRES the imagination	1	2	3	4	5	
	Is something people can BELIEVE in	1	2	3	4	5	
CONNECTION	Is INCLUSIVE with broad appeal	1	2	3	4	5	
	Is widely SHARED by different stakeholders	1	2	3	4	5	
	Speaks to COMMON interests and aspirations	1	2	3	4	5	

How can I make our company's vision more meaningful to me and to those I lead?

Tool: Values Definition Process

1. When making big, critical decisions, what typically guides your choices?
2. When things get tough, what is your typical reaction?
3. How would others describe the typical way you treat people when under pressure?