



Exercise guideline

Number of participants: 4-6

Total time: 60 minutes

Agenda:

1. Introduction (5 minutes)
2. Step 1: participants complete together (5 minutes)
3. Steps 2-4: participants complete in pairs (15 minutes)
4. Share, analyze, and discuss findings (30 minutes)
5. Final thoughts and exercise wrap up (5 minutes)





1. Zoom out

Try to visualize the bigger picture when it comes to your business. What does your organization stand for today? Why does it stand for this? Why does it do what it does? What is its big hairy audacious goal?





2. Now change the picture

Imagine a completely different world, a future where anything is possible.

Does the reason why your business exists still hold up? What if a natural resource you used was no more? What technological innovations have transformed the marketing landscape?

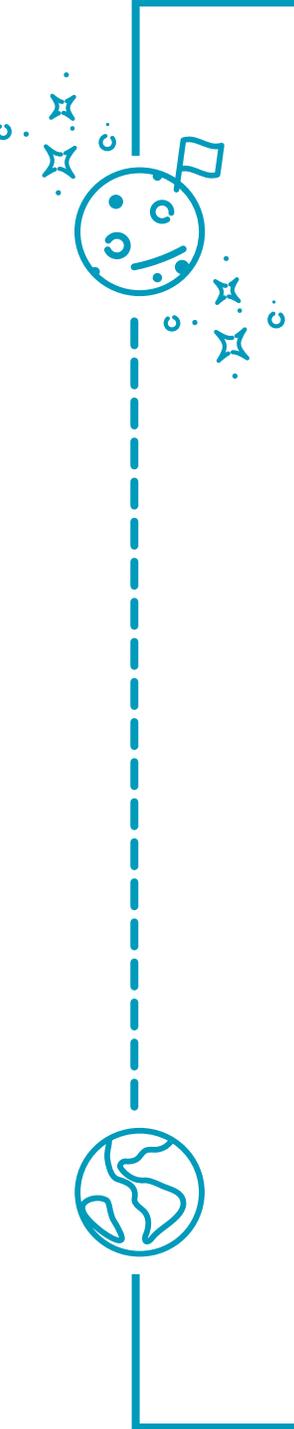




3. Submerge yourself

What does your business look like in this world? How does it operate?
How has it managed to reach its big hairy audacious goal? Imagine how your business has adapted to survive in this new world.





4. Paving the way to success

By reverse-engineering the ideas and radical solutions formed during the exercise, what can you do today to get your organization pointing in the right direction? What technology do you need to invest in and what projects should be killed off to get you there?