



# Recommending a Strategy

IDEAS FOR TODAY AND TOMORROW

# Goal and Objective

- ▶ State the desired goal
- ▶ State the desired objective
- ▶ Use multiple points if necessary

# Vision Statement

- ▶ State the vision and long term direction

# Today's Situation

- ▶ Summary of the current situation
- ▶ Use brief bullets, discuss details verbally

# Additional Options

- ▶ Summary of the current situation
- ▶ Use brief bullets, discuss details verbally



“ Success is not final, failure is not fatal: it is the courage to continue that counts.

”

—Winston Churchill

# How did we get here?

- ▶ Any relevant historical information
- ▶ Original assumptions that are no longer valid

# Available Options

- ▶ State the alternative strategies
- ▶ List advantages & disadvantages of each
- ▶ State cost of each option



# Recommendation

- ▶ Recommend one or more of the strategies
- ▶ Summarize the results if things go as proposed
- ▶ What to do next
- ▶ Identify action items