

STRATEGIC THINKING PROCESS

1. What do we know?
2. What don't we know/need to know?
3. What don't we know/ and don't know it?
4. What are some brutal truths?
5. What haven't we considered?
6. What are some outrageous ideas?
7. What are our strategic options?
8. What are concrete solutions?
9. What can we start now?
10. How do we evaluate what we have done?

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