

The Focus Finder

- ✓ Enables prioritization and generates actionable insights fast
- ✓ Increases intra-team (and stakeholder) understanding and transparency
- ✓ Customized report delivered to you in just a few weeks

The Focus Finder is a process to more deeply understand your situation in order to accurately assess challenges and opportunities. We gather information and report on critical data to jumpstart your team's strategic thinking and planning, and to quite literally "focus" your attention and work. This critical foundation jump-starts any strategic initiative such as annual planning, a project launch, a re-organization or a merger/acquisition. There are three different options to choose from: *baseline*, *comprehensive*, and *measuring success*, depending on the level of depth desired.

A hallmark of The Focus Finder is the stakeholder value assessment. We collaborate with you to design questions for your stakeholders to surface relevant and useful data. Evaluation of this data reveals what your team believes matters most to your stakeholders compared to what your stakeholders actually report. The ensuing insights are powerful change agents and can help make the work of your team highly relevant and valuable.

The deliverable is a straight-forward and transparent customized report that is intended to be shared with all people involved in the change. The transparency facilitates understanding between your team members and stakeholders, and gets people on the same page quickly. The valuable insights that result allow your team to begin the work at hand quickly – going beyond feigned alignment – yielding better decisions, faster. This first step fosters shared accountability and ownership – an important theme that carries on throughout the rest of our work together.