

"HOT WIRED" STRATEGIC PLAN



- I. **Yonder Star:** What is the big, strategic opportunity in front of us if we choose to go for it? What is our intent? What Bold Goal calls us to action and has us stretch?
 - A. **Guiding Principles:** What are the non-negotiable values we hold as sacred?
 - B. **Who We Are:** What expresses our deepest desires and unleashes our passion?
 - C. **What We Do:** How will we successfully translate our Yonder Star into products and services that fulfill our intent?
 - D. **Who Will Benefit?:** Who are the customers/markets that will want to buy our products or services at our desired prices?
- II. **Market Focus:** How does our Yonder Star contribute to our customers' success? To their customers' success? How does it differentiate us from our competition?
- III. **WIIFM:** What's in it for the stakeholders? Can members of each stakeholder group "find themselves" in our Yonder Star?
- IV. **Roadblocks & Potholes:** What are the big challenges and barriers we foresee on the road to our Yonder Star?
- V. **Capital:**
 - A. **Financial:** What capital structure will we need for success?
 - B. **Physical:** What facilities, equipment, and systems will be required?
 - C. **Human:** What individual skills and capabilities will we need? What interactive skills and capabilities will be required of our team members?
- VI. **Organizational Design & Processes:** How will we organize and flow information to maximize our opportunities?
- VII. **Catalytic Initiatives:** Where will we focus our attention for the greatest leverage, quickest results, and least requirement of resources
 - A. **Catalysts:** Who will be accountable to sustain each Catalytic Initiative?
 - B. **Measurement:** What are the descriptions, success measures, and necessary resources for each Catalytic Initiative?
 - C. **Timing:** What are the targeted milestones and completion dates?
- VIII. **Roll-Out Plan:** How will we share the plan and create buy-in throughout the organization?
- IX. **Communications:** What advertising, communications and/or PR will we do? Will there be a "brand re-launch" to announce the new strategy to the public? What programs will be created to successfully support our presence in the marketplace?

Rev. 6-26-07 DRF