Program Level Strategic Questions

The Heart Quadrant
Starting Point: Keep and contain costs
- Can we envision this program achieving the same impact – or very close to it – with a different cost structure?
- Is there a different revenue strategy to consider?

The Star Quadrant
Starting Point: Invest and grow
- Do we understand the needs and motivations of stakeholders who make the star possible?
- Are there opportunities (i.e. new geography, new population, complementary programming) to expand the program’s impact and revenue?

The Stop Sign Quadrant
Starting Point: Close or give away
- Can we innovate this program to move out of this quadrant?
- How long will we give ourselves to move the stop sign?
- Is that the best use of resources?

The Money Tree Quadrant
Starting Point: Water and harvest, increase impact
- Can the net surplus be increased and, if so, what investment will that growth require?
- Are there means to reducing the program’s cost and improve the margin?
- Are there ways to achieve greater impact by making the program stronger?