Strategic thinking:  
*simple questions, greater focus/impact*

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**Agenda**

- **Why thinking strategically matters**  
  - what it means, simply: the corps/core issue

- **How do we operate more strategically, when we’re at our best?**

  Five of the ultimate questions

- **Next steps: tools, applications and action points**
Why strategic thinking matters, what it means - core/corps issue #1...

Core/corps issue: the Army question...

1. The story of...

What would our ‘company question’ be today? “But does it...?”

The lesson here: have such a phrase, ask it regularly and unendingly, to challenge all we do and ‘say’ we are about... it helps us ‘to be being it’

Teams that do so well - crisp focus purpose yields higher success

“But does it bring people closer to Him...?”

1. **What’s our mission?**
   "The effective mission statement is short and sharply focused. It should fit on a T-shirt. The mission says why you do what you do, not the means by which you do it.”
   The official mission statement – long; need a snappier version; easy to keep it fuzzy.

2. **Who do you serve?** "Answering the question 'Who is our customer/who do we serve?' provides the basis for determining what they value, for defining your results, and for developing the plan."

3. **What do they value?**
   "The question of what satisfies their needs, wants, and aspirations is so complicated that it can only be answered by those we serve themselves."
   This is the most vital step – yet is most often missed. Sometimes we don’t want to know the answer(s)

4. **What are your results?**
   Every initiative you undertake will have results, which will need to be collected and reviewed.
   "Progress and achievement can be appraised in qualitative and quantitative terms. These two types of measures are interwoven - they shed light on one another - and both are necessary to illuminate in what ways and to what extent lives are being changed."
   i.e. simply what we do and how
   Results and how to evaluate them

5. **So what is your plan?**
   Given how quickly everything changes today, it's more important to have a plan than ever before. For a plan to be effective, it should comprise certain elements.
   "A plan ... is a concise summation of [your part of] the [Army]'s purpose and future direction. The plan encompasses mission, vision, goals, objectives, action steps, a budget, and appraisal." (A dream without...)
   If you can't answer this question, you won't know where you're going or how you're getting there. Habits.

**Corps Mission Profile:** strengths, challenges, data, feedback/input ...

"Corps Mission Profile: community relationship, perceptions of Army, influencing these? Their understanding and guest experience?"
Next steps

Strikepoint Corps Mission Profile:
• “Let us together take up the challenge to be a people who are reaching out in mission, growing deeper in discipleship, building up new leaders and investing in our youth.”

**Prompts** linking to the Corps Mission Profile directly?

**Other action points/tweaks** to HOW you go about your activities week on week, month on month?

**Greater clarity fuels our impact:**
1. What’s our core question?
   *Consistent measuring against*
2. Who do we (each) serve?
3. What do they value?
4. What are our results?
5. What, then, is our plan?

**Resources:** [www.td.saconnects.org](http://www.td.saconnects.org)
- [Strategic thinking into action](http://www.td.saconnects.org): beyond short-termism
- [Strategic relationship building](http://www.td.saconnects.org): beyond ‘hi’
- [How to be amazing](http://www.td.saconnects.org): creating the guest experience