



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

Nigel Pugh  
Training and Development Director  
THQ, USE

### **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...

Clarks® 

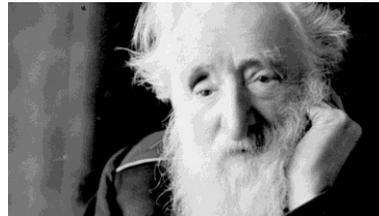


Core/corps issue: **the Army question...**



1. The story of...

Clarks®



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...?"***

## How? “The Five Most Important Questions You Will Ever Ask”

### 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.

#### Core/Corps Question

### 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?

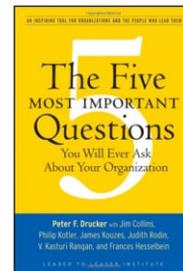
*“The question of what satisfies their needs, wants, and aspirations - is so complicated that it can only be answered by those we serve themselves.”*

This is the most vital step – yet is most often missed.

Sometimes we don’t want to know the answer(s)

#### Corps Mission

**Profile:** community relationship, perceptions of Army, influencing these? Their understanding and guest experience?



## The 5 core questions

### 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

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

### 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:** growing ARC, corps & community relationships?

## 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:**  
beyond short-termism
- **Strategic relationship building:**  
beyond ‘hi’
- **How to be amazing:** creating the guest experience