

# Tip Sheet to Build a Better 2025 Plan

Pick 3-4 of these tips to help build a better agile strategy in 2022.

## FOCUS AREA #1



### Build a Clear, Meaningful Plan

- ✓ **Don't Call it Strategic Planning**  
Ditch the label. Call it something different, maybe like growth planning or future planning. Give it a fresh life, but keep it strategic.
- ✓ **Make Your Outcomes Crystal Clear**  
Keeping your talent connected to your desired outcomes helps create more engaged, focus teams.
- ✓ **Chart Your Own Course**  
Take your team's input and build a unique approach to achieve your desired future state. Hint - your team is more likely to stick around if they get to implement something they built.
- ✓ **Don't Plan Without a Vision**  
Having a clear vision is important to keep your team engaged and focused on achieving a future state. Don't plan without a vision.
- ✓ **Separate the Process from the Plan**  
The flow of a process doesn't need to follow the outline of the strategic plan deliverables. You may choose to do things out of order, or start in one place and go to another. That's totally acceptable!
- ✓ **Don't Debate Semantics**  
No one has the time or energy to endlessly debate the wording of your vision, goals, and objectives. Get it directionally there, and then let your leadership team or a copywriter pull it together.

## FOCUS AREA #2



### Connect Everyone to the Plan

- ✓ **OKRs Do Work with the Right Culture**  
Make OKRs work in your organization with a consistent review process, culture to support them, and aligning your team to a clear direction.
- ✓ **Spend Time Building the Future**  
People get really excited when they get to help build the future, and your organization benefits from always moving forward.
- ✓ **Data Matters. But It Doesn't Need to Be Perfect.**  
Data is important in any business. But don't over-stress about having every point, decimal, or line absolutely perfect. Get it directionally correct.

## FOCUS AREA #3



### Keep Everyone Engaged & Focused

- ✓ **Keep Work Fresh with Quarterly Refreshes**  
Having quarterly refreshes allows you to see performance, create new focus for the coming quarter, and gives your team a voice in what they'll accomplish to support your vision and quarterly direction.
- ✓ **Build a Plan that Matches Your Implementation**  
As you set up your plan, make sure its structure and reporting match how you'll implement it.
- ✓ **One-Page Plans are Magic**  
We love one-page plans because they communicate your vision and direction and what you need to accomplish in a single view.