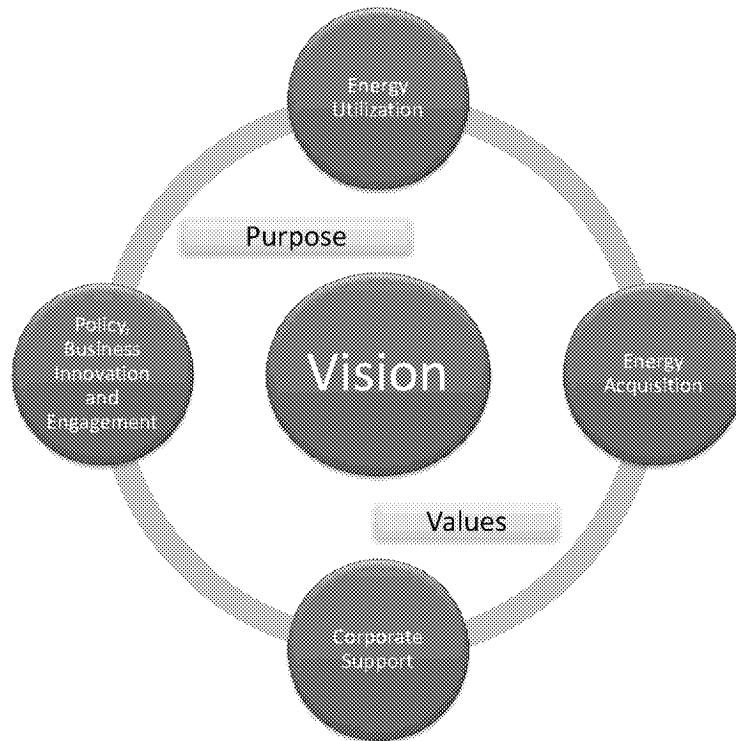


Corporate Strategy Development

January 16, 2018



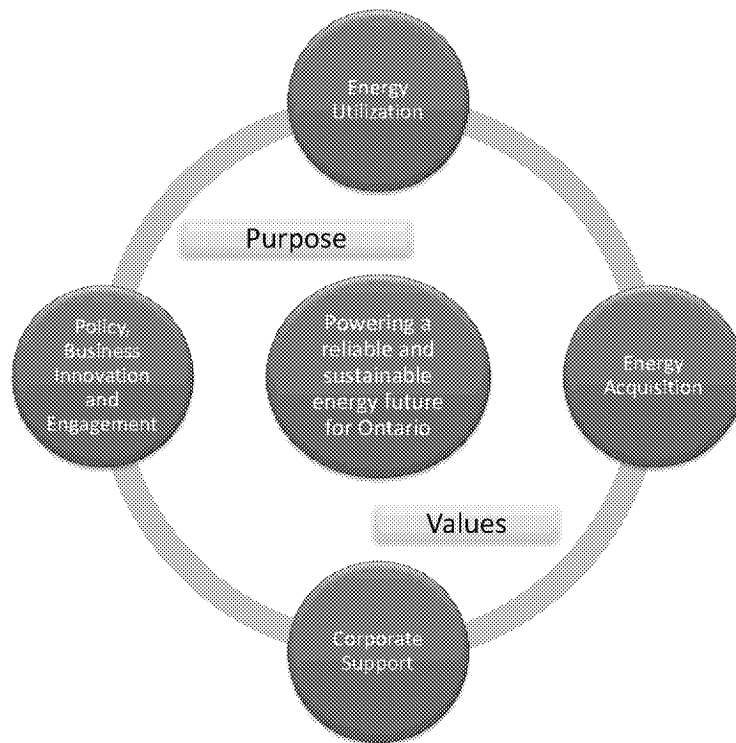
Structure?



2

Our recommended structure for a new corporate strategy: to be developed around a central vision statement that is informed by our purpose and values.

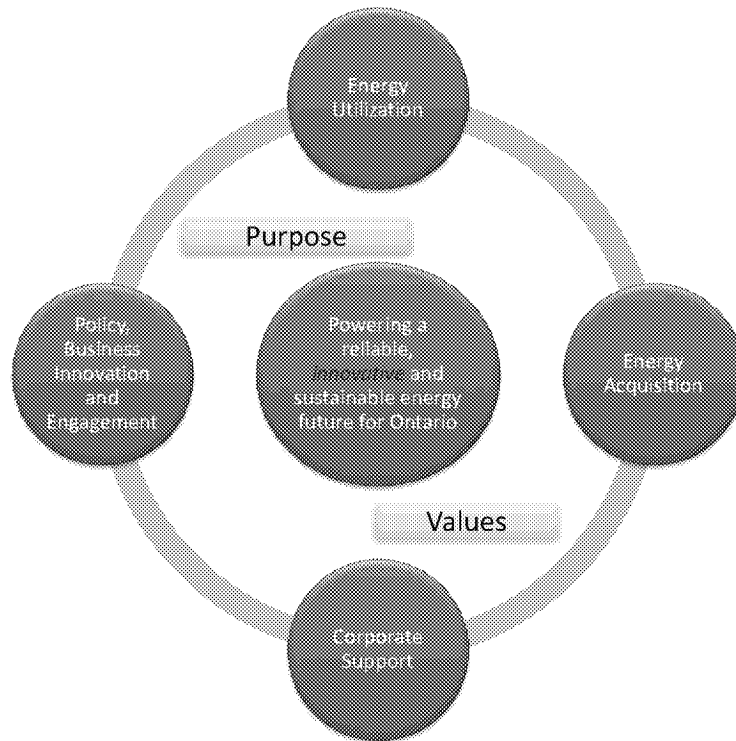
Vision?



3

Is this a vision statement that ELT has already finalized?

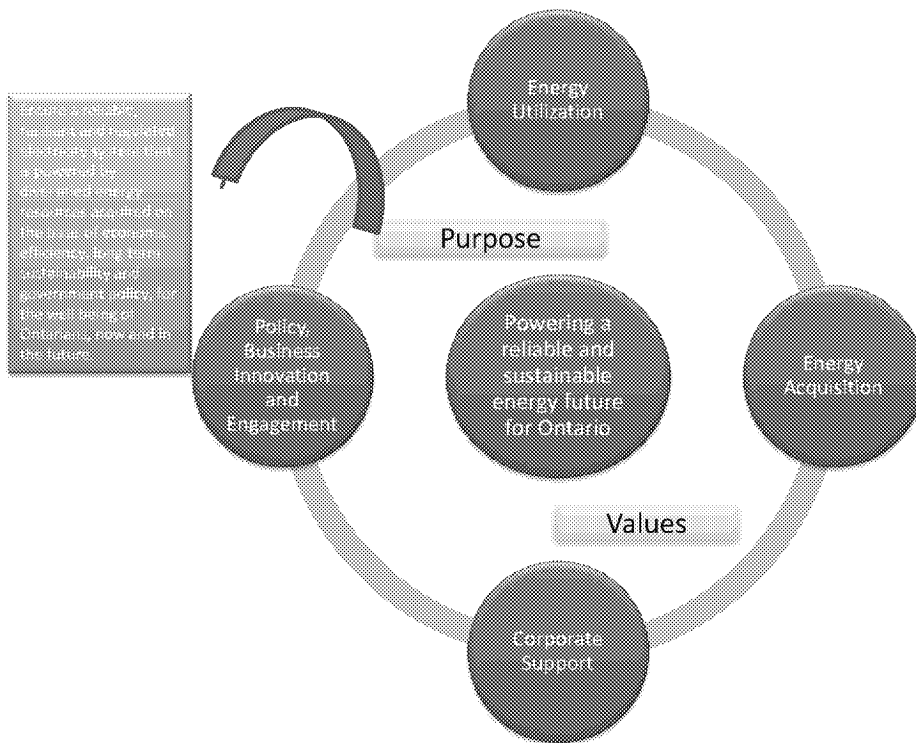
Vision?



4

Or can we do better? (Do we still also need a mission statement?)

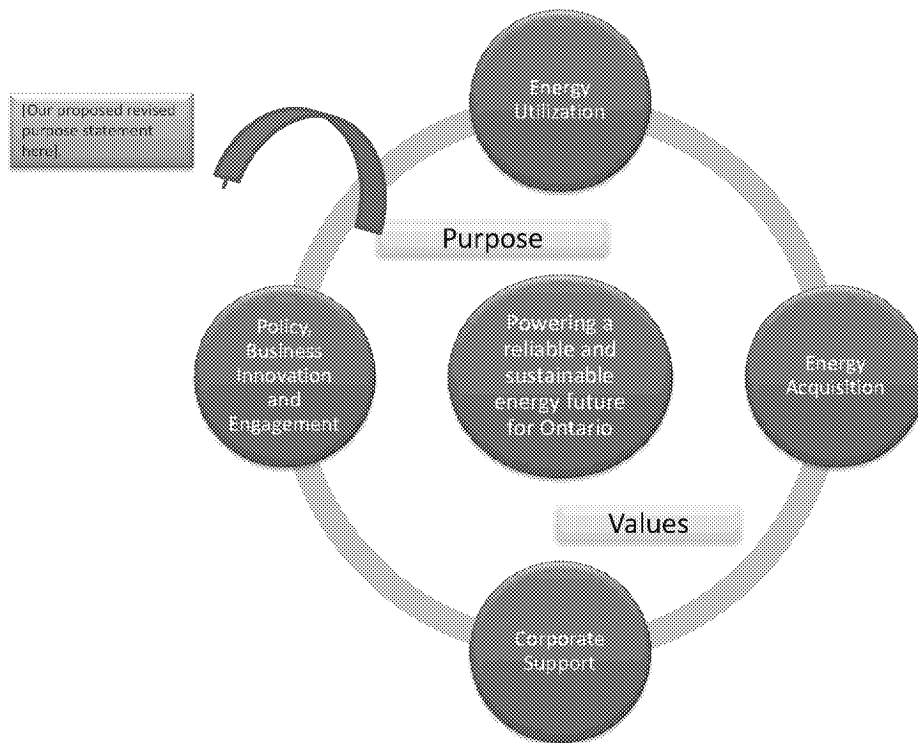
Purpose?



5

Is this a purpose statement that ELT has already finalized?

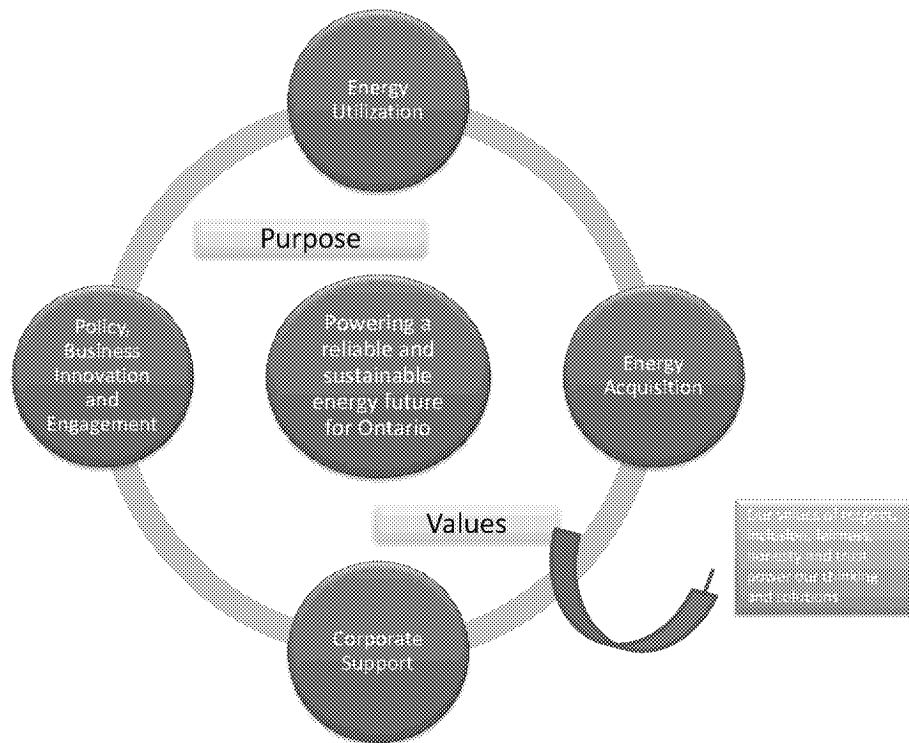
Purpose?



6

Or can we be bolder?

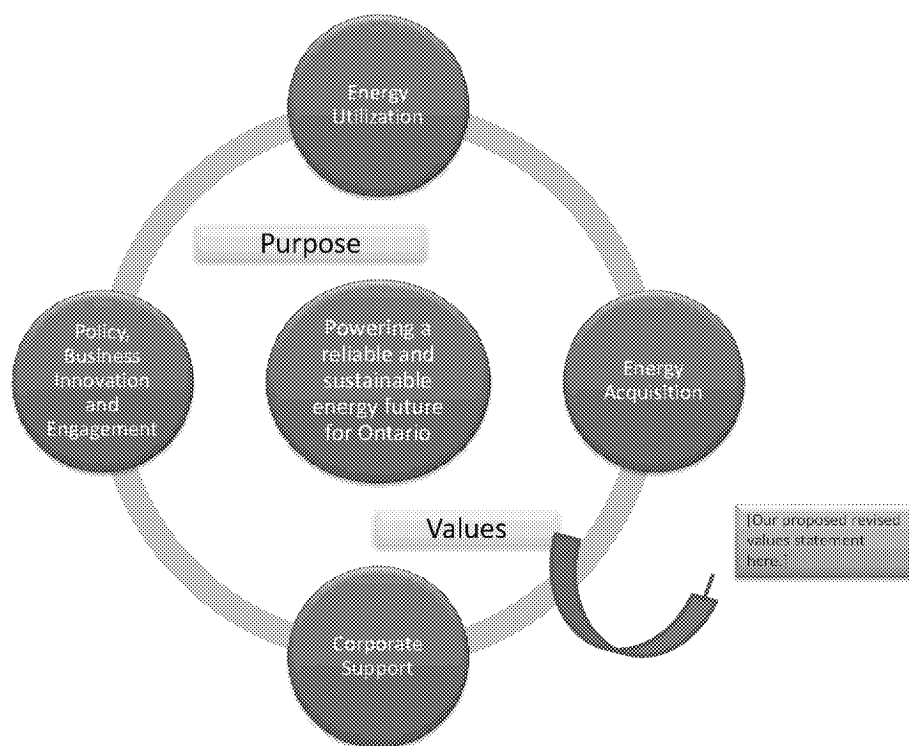
Values?



7

Is this values statement that ELT has already finalized?

Values?



8

Or can we be brighter?

Next steps

Jan 22[?]

Meet with VP direct reports

- Solicit feedback on proposed structure, vision, purpose and values statements.
- Canvass proposed strategic objectives.
- Seek feedback on Business Plan CPMs forming strategic outcomes.

Jan 29

Off-site facilitated ELT strategy session

- Present feedback received from VP direct reports.
- Develop next to final vision, purpose and values statements.
- Develop draft strategic objectives and outcomes.

Feb 6 – Mar 9

Conduct employee focus groups

- Canvass proposed structure, vision, purpose and values statements.
- Canvass proposed strategic objectives and outcomes.
- Solicit broader feedback on tone and feel of proposed strategy.