

# THINK STRATEGICALLY

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*Consider the following before deciding on a strategy.*

- ❑ **Competition** – Is everybody (anybody) else doing this? Does that fact imply a benefit to going forward?
- ❑ **Cost** – Do the benefits of pursuing this option outweigh the costs?
- ❑ **Image** – What does it say about our organization if we pursue this option?
- ❑ **Life cycle** – Is our organization just emerging? Is it a large bureaucracy? Is it on the verge of collapse? Given our evolutionary stage, are we capable of meeting the obligations this option would require?
- ❑ **Mission** – Is this option appropriate given our mission?
- ❑ **Potential** – Can this option help us meet our organization’s needs?
- ❑ **Philosophy** – Is this option consistent with our values?
- ❑ **Risk** – Are we opening our organization to unacceptable liability if we adopt this option?
- ❑ **Staffing** – Do we have the people to carry off this option successfully?
- ❑ **Stakeholders’ needs and desires** – Will our clients and the community readily accept this option?
- ❑ **Sophistication level** – How experienced is this organization with each of the available options? Are we ready to take on this particular option?
- ❑ **Tax liability** – Will we be incurring a tax liability if we pursue this option? Is that bad?
- ❑ **TSWQ** – The “So What” Question. What is really important about this? Will implementing this option make a difference?
- ❑ **Worldview** – Is this organization more traditional or entrepreneurial in its approach? Does this option fit that worldview?