Brainstorming template for company outcomes and actions

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About this doc

Below is a template for aligning a company on desired outcomes (goals) and actions (to-do's to get to those goals.) The end goal is for every team member's individual actions to connect to the larger company vision and desired outcomes.

It's broken down into these categories:

- Customer discovery and revenue
- Outcomes (company, department, and individual levels)
- Actions (company, department, and individual levels)

For the decision maker:
Please send this template to whomever you would like input from when it comes to forming the company outcomes and actions. You should send it only to the people whose responses you're willing to read. (If you're <20 people, you can likely send and process the entire company's input. For any teams larger than that, try to select for a pool that is representative of the overall company.)

Once you've received everyone's answers, process them with the appropriate department heads, and then publish the results and findings once they are ready to the entire company.

Preface

Part 1 - Customer, problem, solution, and moat

- Who is our **customer** (the name of a real person)?
  - *Write here*
- What is their primary **pain**?
  - *Write here*
- What is our unique **solution** to that pain?
  - *Write here*
- What is our **moat** that makes it that no other company does the same?
  - *Write here*

Part 2 - Revenue growth, potential blockers, and accelerators

- How fast could we grow revenue-wise, starting right now?
  - *Write here*

- What constraints will slow us down?
    - *Write here*
- Speed us up?
    - *Write here*

Outcomes

Part 3 - Company outcomes

- What **outcomes** will we have in 10 years as a **company**?
    - *Write here*
    - Of this, if we could only achieve one thing, what would it be?
        - *Write here*
- In 1 year?
    - *Write here*
    - Of this, if we could only achieve one thing, what would it be?
        - *Write here*
- In 3 months?
    - *Write here*
    - Of this, if we could only achieve one thing, what would it be?
        - *Write here*
- In 1 month?
    - *Write here*
    - Of this, if we could only achieve one thing, what would it be?
        - *Write here*

Part 4 - Department outcomes

- What **outcomes** will your **department** have in 10 years?
    - *Write here*
    - Of this, if we could only achieve one thing, what would it be?
        - *Write here*
- In 1 year?
    - *Write here*
    - Of this, if we could only achieve one thing, what would it be?
        - *Write here*
- In 3 months?
    - *Write here*
    - Of this, if we could only achieve one thing, what would it be?
        - *Write here*
- In 1 month?
    - *Write here*
    - Of this, if we could only achieve one thing, what would it be?

        - *Write here*

Part 5 - Individual outcomes

- What **outcomes** will you have as an **individual** in 10 years?
    - *Write here*
    - Of this, if you could only achieve one thing, what would it be?
        - *Write here*
- In 1 year?
    - *Write here*
    - Of this, if you could only achieve one thing, what would it be?
        - *Write here*
- In 3 months?
    - *Write here*
    - Of this, if you could only achieve one thing, what would it be?
        - *Write here*
- In 1 month?
    - *Write here*
    - Of this, if you could only achieve one thing, what would it be?
        - *Write here*

Actions

Part 6 - Company actions

- What **actions** will we take as a **company** this week?
    - *Write here*
    - Of this, if we could only do one thing, what would it be?
        - *Write here*
- This month?
    - *Write here*
    - Of this, if we could only do one thing, what would it be?
        - *Write here*

Part 7 - Department actions

- What **actions** will we take as a **department** this week?
    - *Write here*
    - Of this, if we could only do one thing, what would it be?
        - *Write here*
- This month?

        - *Write here*
        - Of this, if we could only do one thing, what would it be?
            - *Write here*

Part 8 - Individual actions

- What **actions** will you take as an **individual** this week?
    - *Write here*
    - Of this, if you could only do one thing, what would it be?
        - *Write here*
- This month?
    - *Write here*
    - Of this, if you could only do one thing, what would it be?
        - *Write here*

⭐Interested in coaching or software to help implement the Mochary Method at your company? Please fill out our interest form here, or book a discovery call with Nancy Xu here.