

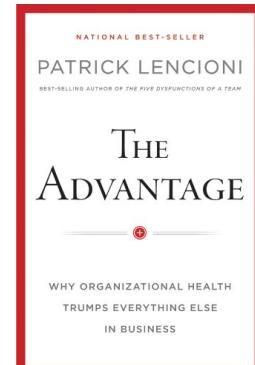
Six Questions to Achieve Clarity

The Six Critical Questions

Teams must be in alignment around the six critical questions that define their business and where it is headed. These include the following:

Question 1: Why do we exist?

The organization's core purpose, beyond making money.



Question 2: How do we behave?

The limits of diversity that can exist within the organization – the core values that all employees must share to thrive.

Question 3: What do we do?

A simple statement that defines the organization's business.



Question 4: How will we succeed?

The anchors that define the strategy of the organization.

Question 5: What is most important, right now?

The organization's rallying cry and over-arching objectives that are shared across the leadership team.

Question 6: Who must do what?

The role of each leader in achieving those objectives.