



Recommending a Strategy

Ideas for Today and Tomorrow

Vision Statement

- State the vision and long term direction

Goal and Objective

- State the desired goal
- State the desired objective
- Use multiple points if necessary

Today's Situation

- Summary of the current situation
- Use brief bullets, discuss details verbally

How Did We Get Here?

- Any relevant historical information
- Original assumptions that are no longer valid

Available Options

- State the alternative strategies
- List advantages & disadvantages of each
- State cost of each option

Recommendation

- Recommend one or more of the strategies
- Summarize the results if things go as proposed
- What to do next
- Identify action items