



Strategic Fitness Test

Use this short quiz to help you identify ways to strengthen your strategic fitness.

1. Does your strategy address the "why we are doing this" and "what are we doing" questions? Y N

2. Does your strategy address the "who will do this" and "how will we do this" questions? Y N

3. Can your strategy be summarized into a few sentences - a 2 minute elevator pitch? Y N

4. Are the benefits of your strategy articulated as well as the expected costs are? Y N

5. Do you have an implementation plan for your strategy backed up by the funds necessary and the resources needed to realize it? Y N

6. Is your strategy written in a way that you can measure progress and monitor success? Y N