

The Need for a Strategic Narrative

TAKEAWAYS

Use this when you need to gain buy-in from others on your Wildly Important Goals® or ideas.

Apply

Take time to do the following:

Consider your team's strategy.

- Distill your team strategy and vision to its core elements.
- Then, begin to craft your own strategic narrative. Aim to be clear, concise, compelling, and confident.

Discuss

Discuss the following questions with colleagues or with your team:

- What is the vision and strategy for our work together?
- What do we need to do to clarify our vision and strategy and communicate it to others?

Note: This is part of FranklinCovey's *The 4 Essential Roles of Leadership*™ solution.