

Identify Potential WIGs

Brainstorm some potential goals that could help you achieve your strategy.

Things to consider include current goals, gaps to close, required changes, and needed progress.



Plot Potential WIGs[®]



Craft Your Team WIG

Write your WIG in a sentence.

DRAFT WIG ("From X to Y by When")

Why does this WIG matter so much? What is the impact of achieving it?
