

In Search of Clarity



Clarify – A tale of two stories

ClarityCollege

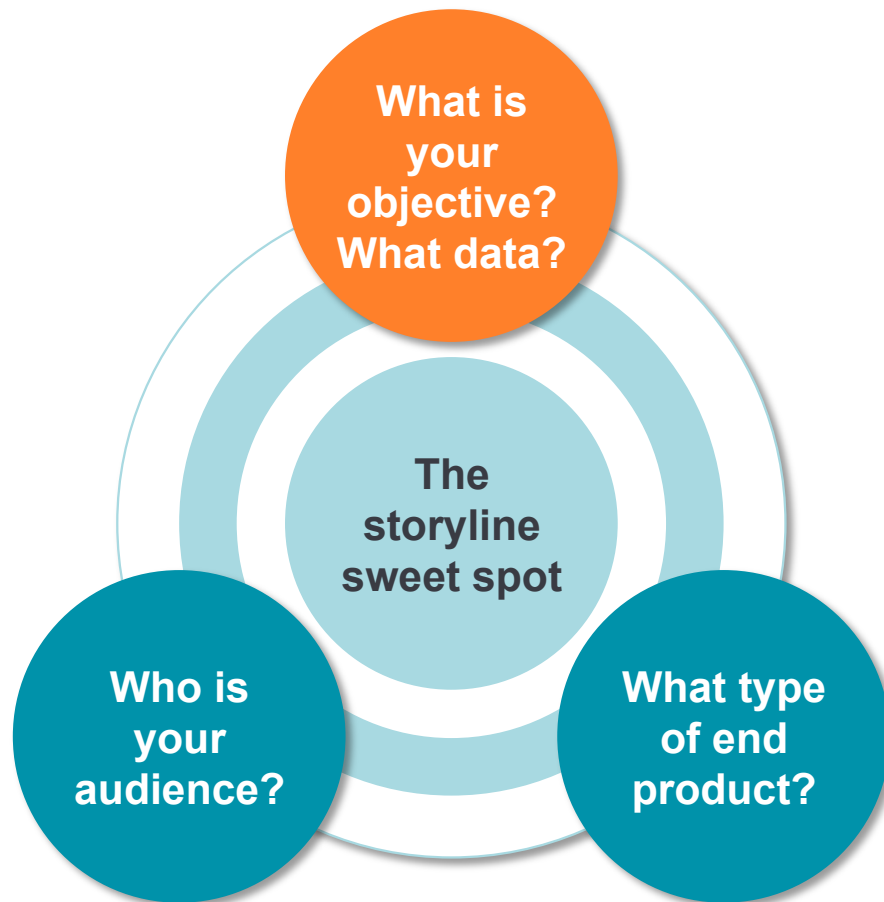
A Tale of Two Stories

1. Explore the approach and lessons learned from the Tale of Two Stories case study
2. Explain how you can decide what approach to use with your audience/s
3. Test your thinking and point you to where you can learn some more

We worked our way through the Clarify process

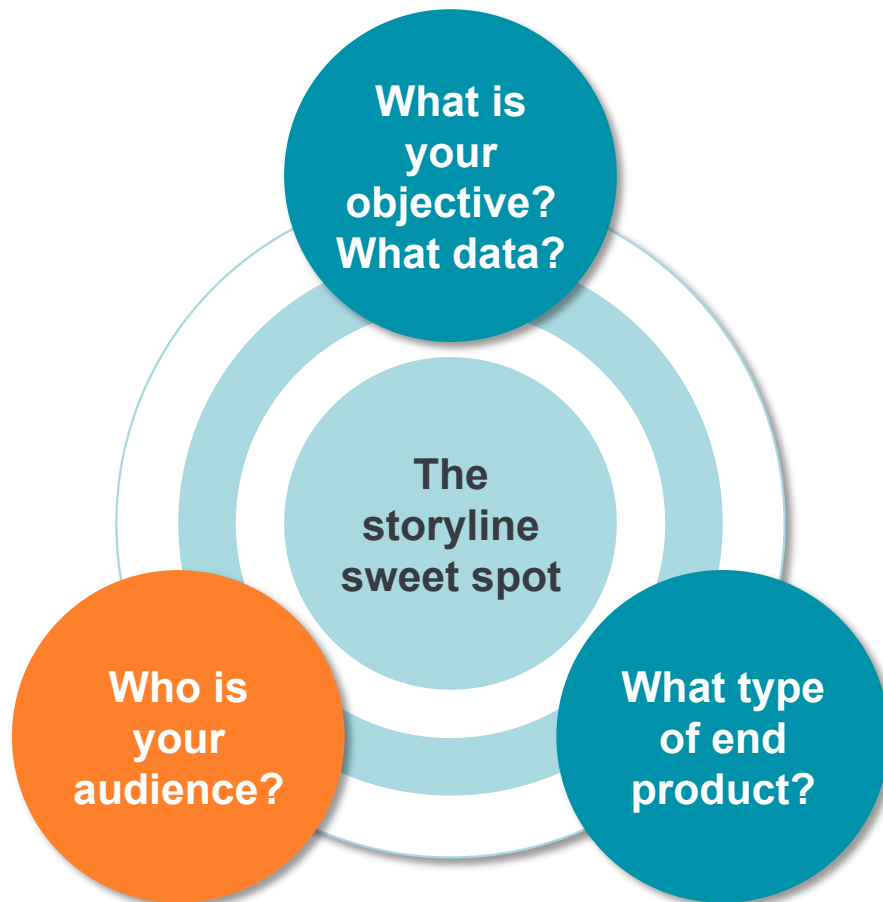


We needed to find the “sweet spot”



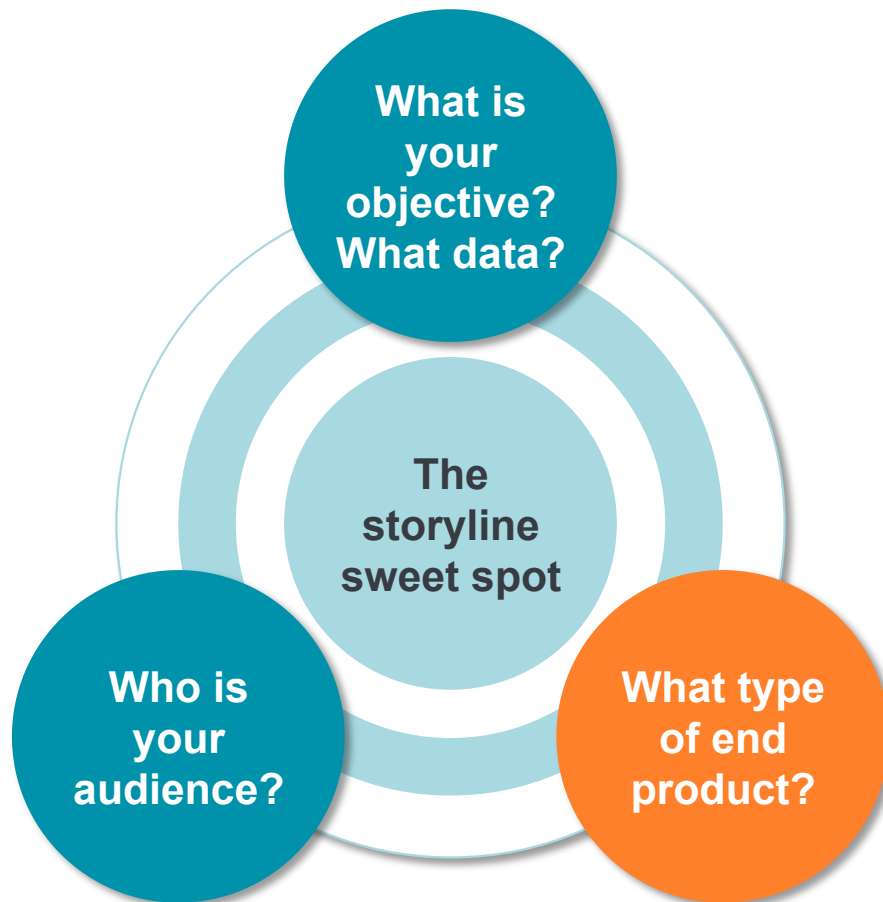
1. Explain the Company strategy
2. Gain sign off – high level from Board and detailed from senior team

You need to find the “sweet spot”



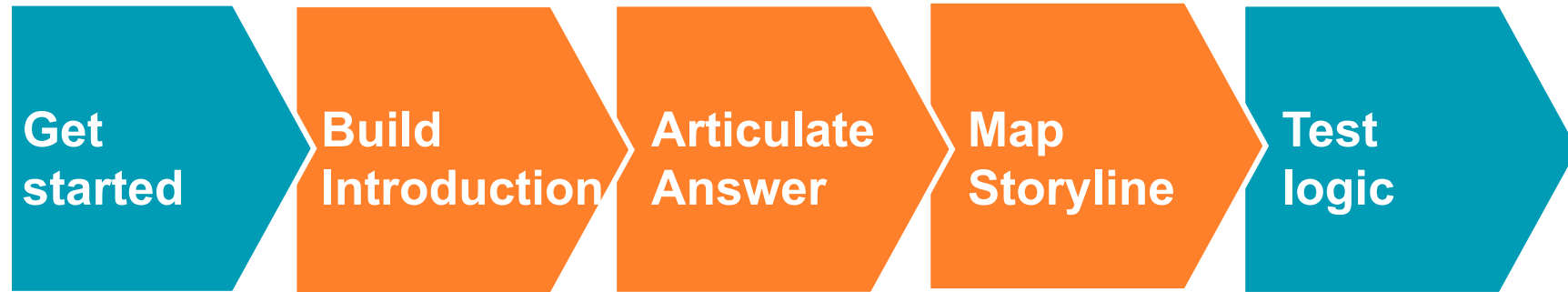
1. The Executive team – strategies, actions, budgets, resources and KPIs
2. The Board – the strategic journey, high level strategies, checkpoints and KPIs

You need to find the “sweet spot”



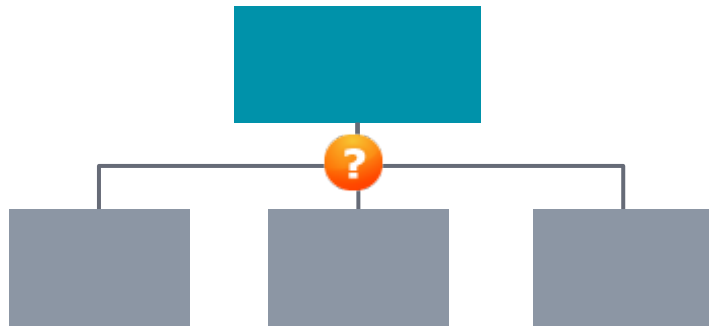
1. A strategy document
2. A presentation pack
3. A Board paper (prose document with supporting charts)

In Search of Clarity



There are two broad storyline options

Logical grouping



- Ideas are of the same logical kind
- Conclusion probable
- Items are MECE

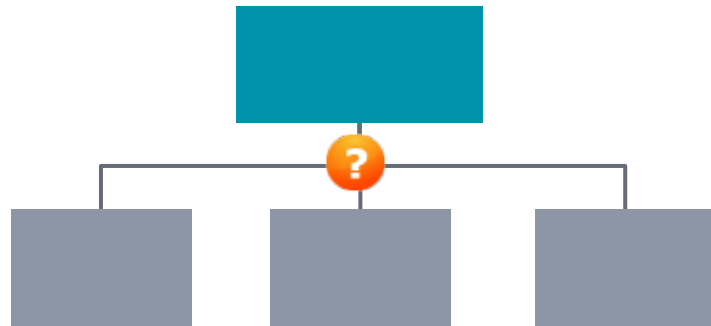
Deductive reasoning



- Conclusion certain
- Major premise, minor premise, conclusion

Two stories

Executive - Logical grouping



- Core strategies
- Detailed

Board - Deductive storyline

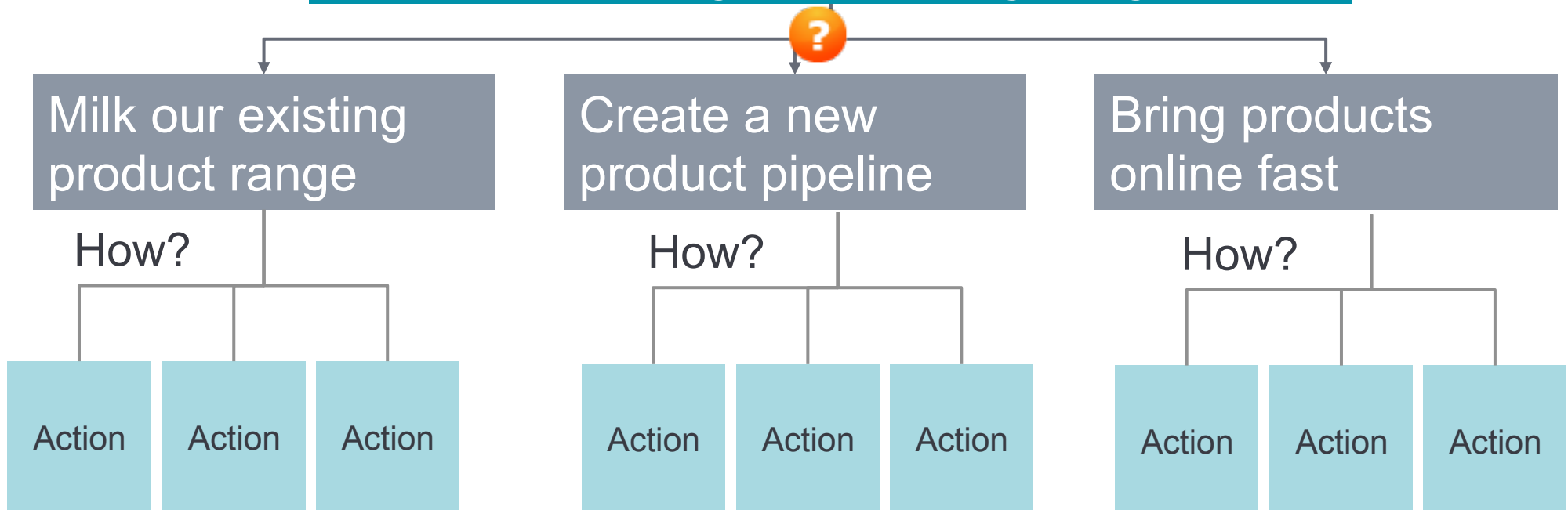


- The strategic journey
- Include rationale and core strategies

Engaging the Executive team

Context	As you know as part of our strategic review we identified that we face a long term strategic problem as returns decline in our core business areas
Trigger	We have identified that we need to take three key actions to build a sustainable position
Question	How do we make that happen?

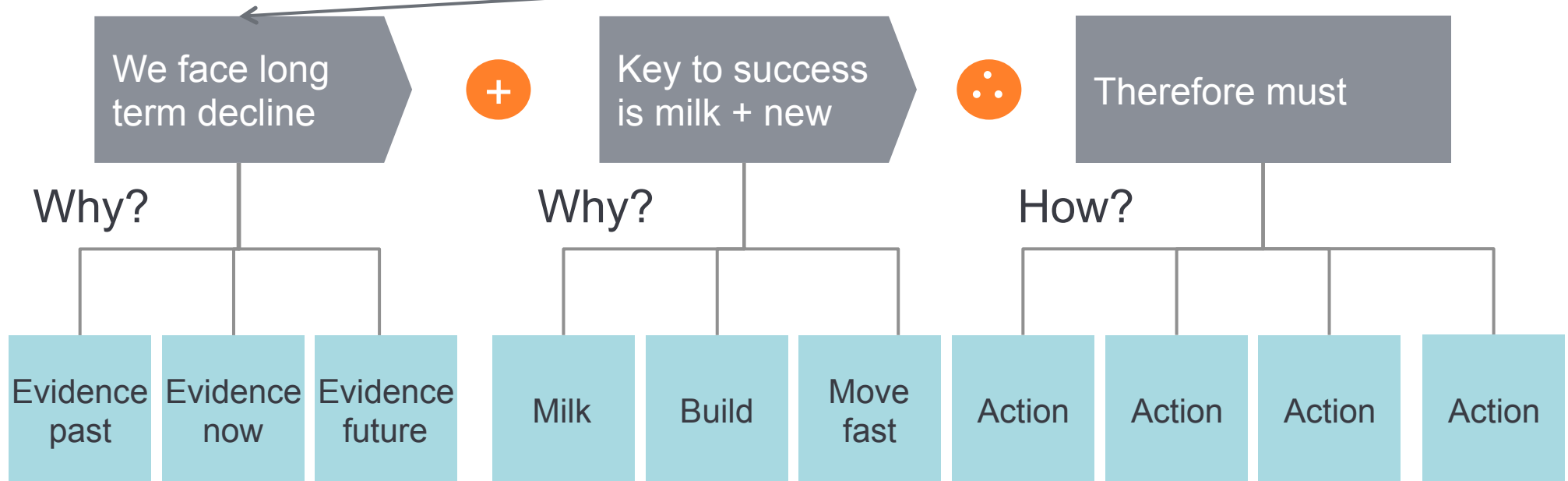
We need to bring online new products fast while milking our existing range



Engaging the Board

Context	As you know the leadership team has been undertaking a review of our exiting strategy
Trigger	We have looked at our historical performance and future projections
Question	What actions do we need to take to create long term success?

We need to bring new products online fast while milking our existing products to create sustainable success



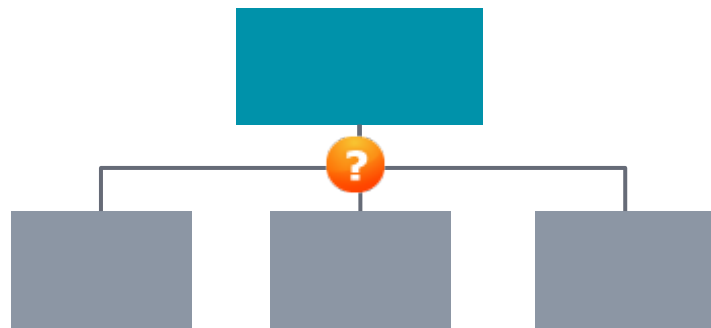
In Search of Clarity



- Is the story complete?
- Is the logic tight?
- Does it flow?

Two stories – a deductive storyline for the Board

Executive - Logical grouping



- Core strategies
- Detailed

Board - Deductive storyline



- The strategic journey
- Include rationale and core strategies

Tailoring storylines – A Tale of two stories

1. Take you through the tale of two stories case study
2. Explain how you can decide what approach to use with your audience/s
3. Test your thinking and point you to where you can learn some more

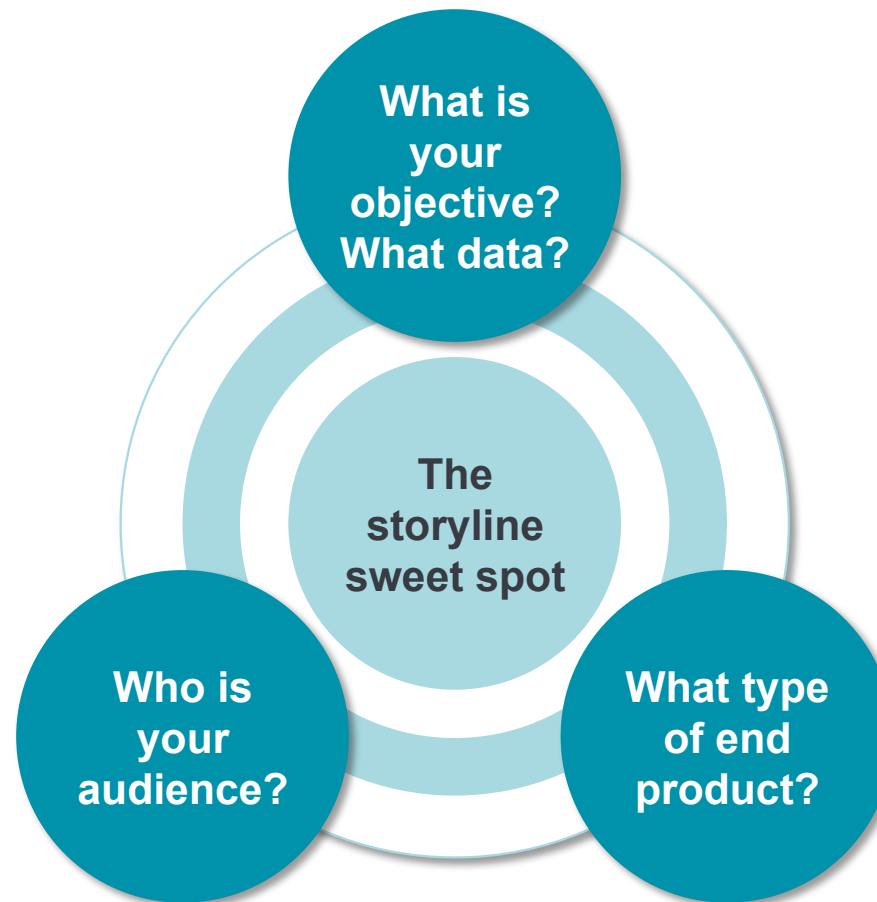
Follow and trust the process

1. Follow the five step process
2. Ask the core questions
3. Map alternatives before you leap to creating an end product

First: Follow the five step process

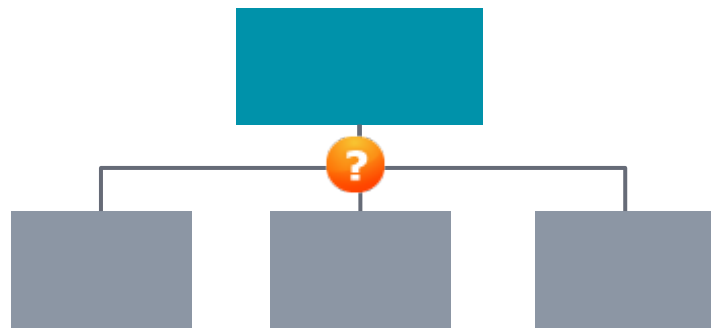


Second: Ask core questions to find the sweet spot



Third: Map alternatives to identify general patterns early

Executive - Logical grouping



- Core strategies
- Detailed

Board - Deductive storyline



- The strategic journey
- Include rationale and core strategies

Tailoring storylines – A Tale of two stories

1. Take you through the tale of two stories case study
2. Explain how you can decide what approach to use with your audience/s
3. Test your thinking and point you to where you can learn some more

Next steps

1. Take the challenge
2. Learn some more
3. Think through an upcoming communication – do you need two stories?

Learn some more...

- ✓ Aristotle's *Poetics*
- ✓ Ken Watanabe's *Problem Solving 101*
- ✓ www.neosi.co to learn more and trial the storyliner
- ✓ Barbara Minto's *The Pyramid Principle*
- ✓ Linda Long's *The Power of Logic in Problem Solving and Communication*
- ✓ *People Styles at Work by Bolton and Bolton*

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