

STRATEGIC OPTION EVALUATION CARD

STRATEGIC OPTION:

Can we afford this option?



No



Not really



We might



Yes

Do we have what it takes to follow/implement this option? If NOT, can we get what's needed in a timely manner?



No



Not really



We might



Yes

Is now a good time to act on this option?



No



Not really



We might



Yes

Can we rally support inside our company to bring this strategic option to fruition?



No



Not really



We might



Yes

Do we have the critical players in our external ecosystem to help us take off?



No



Not really



We might



Yes

Who else (from outside our industry) has done some aspect of our strategy— that we can learn from to get smarter faster?



No one tried



Some tried a few bits



There are few that tired



We know exactly who & what