



**PURSUIITS- MANAGING RESOURCES TO ACHIEVE OUR  
STRATEGIC PLANNING AIMS AND LEADERSHIP  
ASPIRATIONS**

**Section One:**

**Consider what is worth creating that is a new or evolved effort based on ...**

**Your Corporate Direction (Essence, Global Imperatives, Implicate Intersection)**

In terms of:

1. Markets & Buyers: What buyer nodes do we focus on, where buyers are most ready to engage more deeply with us that also have higher margin resilience for high value innovation.
  - a. What are restraints they face that call for innovation. Especially at extension and evolution levels?
  - b. What are the higher order ideas we have to offer that can be a spur to innovation? Consider all three levels of growth we are exploring.
  - c. What is worth activating, and pursuing further thinking, in this direction?

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2. Product: Therefore, what new products or products system offerings are to be produced and in which existing products are changes envisioned for these buyers. (all three levels of growth)
  - a. How might we convert the ideas for the specific market into buyers into products or services that serve their restraints from the higher order ideas?
  - b. What restraints us from carrying out this pursuit?
  - c. What do we need to pursue into too be successful for this buyer or market?
  
3. Characteristics: what are the particular characteristics that need to be embellished in regard to each product?
  - a. What are the restraints to bringing in these specific characteristics given our current capabilities?
  - b. How might these particular characteristics being brought into our repertoire of capabilities be leveraged for other innovations or with other buyer nodes?
  - c. What is the principle that we need to adhere to in order to stay focused? At higher order margin and earning, consistent with our Corporate Direction.

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4. Processes: what implications do we see emerging based on the above thoughts have in regard to the processing (design, test, contracting) required to produce the product?
5. Asset Utilizations: What implications do we see need to be considered based on all the foregoing thoughts as they affect the physical and material assets we steward and will need to be involved in this processing?

## Section Two

**Consider the effort and focus in order to reconcile our discussion so far.**

- Key Restraints: What are the key restraints or barriers that need to be reimaged or reconciled?
- Action Plan: What tasks, and in what sequence, need to be accomplished?
- Accountability: Who is accountable to lead the action and ensure its effectiveness
- Capabilities: What new capabilities are needed for the unfolding pursuits? How can we design

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methods to develop these new capabilities in a timely way?

