

# INVENTING THE FUTURE – STRATEGIC INTENT

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*A strategic Intent is a bold, adventuresome statement of the intended future of an organization, worded in compelling and meaningful phrases sufficient to include, and dramatic enough to unleash, the unbridled aspirations, ambitions, and enthusiasm of all concerned.*

*An effective Strategic Intent, as opposed to historical precedent, creates the possibility of alignment, provides guidance for decisions and calls for practices and relationships to operate at levels not historically possible, or at least thought of as not possible, in the current organizational paradigm.*

## Characteristics of a Strategic Intent

1. Outside our current reality
2. Simple and compelling
3. Bound by time
4. Measurable
5. Sets targets deserving personal commitment
6. Creates a sense of urgency
7. Represents a "Master Game", a "game" worth playing
8. Is possible, but you don't know how to accomplish it
9. Answers the question, "what?" – i.e., sets the ultimate desired *outcomes* – not "how?", as in by what process.

People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who get on in this world are the people who get up and look for the circumstances they want, and if they can't find them, make them.

*George Bernard Shaw*