

FROM OVERWHELMED TO FOCUS:

Build Your Strategy for the Year Ahead

Clarity in Chaos: A Fast Framework for Smart Strategic Focus

With more AI tools, rising complexity, and shifting expectations, leaders at every level are facing decision overload. This worksheet helps you cut through the noise, define your real priorities, and shape a strategy that moves you forward — all in just 20 minutes.

What Level Are You Working At?

Strategy happens at every level. Choose the one you're designing for today:

- | | |
|-------------------------------------|---------------------------------------|
| <input type="checkbox"/> Individual | <input type="checkbox"/> Department |
| <input type="checkbox"/> Team | <input type="checkbox"/> Organization |

Define Your Win

Strategy starts with direction. What does “winning” look like at this level — by the end of this quarter? This year?

Know Your Constraints

Constraints don't block strategy, they shape it. Which factors define the playing field for your choices?

- | | |
|------------------------------------|---|
| <input type="checkbox"/> Time | <input type="checkbox"/> Internal or external competition |
| <input type="checkbox"/> Resources | <input type="checkbox"/> Market changes |
| <input type="checkbox"/> Skills | <input type="checkbox"/> Technology shifts |
| <input type="checkbox"/> Budget | <input type="checkbox"/> Organizational priorities |
| <input type="checkbox"/> Other: | |

Describe:



Make Your Strategic Choices

Strategy = decisive focus. These four questions create your strategic foundation:

1. Where will you focus?



**2. What will you
deliberately NOT do?**



**3. What is your unique
way of winning?**



**4. What capabilities
make this possible?
(Skills, systems,
relationships, strengths)**



Draft Your Strategy Statement

Pull it all together with this simple sentence structure:

"To win at _____, we will focus on _____. We will not _____. Our unique advantage will be _____, supported by _____."

Translate Strategy Into Action

Strategy without action is just wishful thinking. Time to apply it.

Which actions directly support your strategy?

What no longer aligns with your focus? Let it go.

Focus Check

When new opportunities arise, run them through this clarity filter:

- Does this support my strategy?
- Does this strengthen my unique way of winning?
- Does this require energy I should invest elsewhere?

If the answer is no — your strategy has already decided for you.