Designing the Rocket

Assignment

**Discipline 1: Focus on the Wildly Important**

**What are your top How Might We questions?**

|  | Brainstorming:   * Create as many ideas as possible. * Don’t kill the brainstorm session. * If your list is long, group them into A, B, and C categories. Focus on the A category. * Finish by identifying your 2 or 3 best ideas. |
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| Testing:  Once you have identified a couple of high-impact WIG Candidates, you will want to test them against four specific criteria for a Wildly Important Goal.   1. Alignment: Directly connected to your vision, and reasonable 2. Measurement: You can currently measure it 3. Ownership: You own 80% of the results 4. Performance: Leaders game or team game |
| Formatting:  Define your WIG according to the four formatting rules.   1. Begin with a verb 2. Define LAG measure in terms of x to y, by when - Keep it simple 3. Focus on what not how 4. They are worthy and winnable |