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
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| 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
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