

CYCLE OF VALUE DIAGNOSTIC

TOPIC:	DATE:	CONVERSATION	PURPOSE	OFF TRACK	ON TRACK
		Intersect	Where are we headed? Why does it matter to each of us? What facts matter to us?	Identifying key constituents and mutual purpose	
		Invent	How might we get there?	Inventing a surplus of ideas to fulfill the mutual purpose	
		Invest	How will we change our allocation of people, money and time? Are our processes, routines and structures aligned with our strategy?	Creating effective plans and processes; making resource decisions	
		Engage	What about this is important to you?	Effectively connecting actors to strategic action	
		Clarify	What requests do we have of you?	Clarifying precise expectations	
		Close	What will you commit to?	Committing to goals and launching action	
		Review	What have we accomplished? What have we learned?	Looking back to accurately understand victories and disappointments	
		Renew	Where will we go from here?	Applying insights, adjusting goals, improving performance	

conversant