



# Recommending a Strategy

## Ideas for Today and Tomorrow

# Vision Statement

- State the vision and long term direction

# Goal and Objective

- State the desired goal
- State the desired objective
- Use multiple points if necessary

# Today's Situation

- Summary of the current situation
- Use brief bullets, discuss details verbally

# How Did We Get Here?

- Any relevant historical information
- Original assumptions that are no longer valid

# Available Options

- State the alternative strategies
- List advantages & disadvantages of each
- State cost of each option

# Recommendation

- Recommend one or more of the strategies
- Summarize the results if things go as proposed
- What to do next
- Identify action items