

CONSISTENCY CHECK FORM

A couple of years ago, a friend of mine called me to test the *elevator speech* he was about to give in front of some investors. During the meeting, I opened a spreadsheet and asked him questions about his strategy, filling in the cells in front of him. After five minutes, he realised that his strategy didn't add up. Fortunately, he managed to rework it in time for his presentation, and it was a success. The method I used was to transcribe the strategy into STORI format and then apply the consistency checklist.

I would like to stress that there is no need to get frustrated if the first draft of the strategy does not *pass* the checklist, the idea is just to refine it in successive iterations.

Start:

- Is the insight really derived from observations, or is it pulled out of a magician's hat?
- Are we solving the right problem?
- Is it an insight that really makes people say, 'This guy is right, that's basically what it's all about', or is it just more of the same?
- Is the situation we are in crystal clear?
- Does the insight give us good clues to move forward from where we are to a better position, or is it a 'useless' insight?

Target:

- Is the target really a tangible future situation, in which the expected results will be achieved?
- Is it written in target the 'what you want to achieve' and in road the 'how to achieve it', or is it all mixed up?
- Is the target realistic enough to guarantee a greater than 75% probability of achieving it?
- If the mission, vision, purpose, core values, and/or value proposition have been defined, are they consistent with the *Target*?

- Is it worth getting there? What kind of opportunities will open up for me? Do I really want to get there?

Obstacle:

- Are there any dimensions where there is a key obstacle not considered?
- How effective is it in terms of success once we have passed it?
- Have we really identified a weak point in the obstacle?

Road

- Are there decisions that we know we need to make, but have been overlooked?
- Does each one include not only the alternative chosen but also those discarded and the reason for that?
- Were good alternatives discarded in favour of better ones?
- Do these decisions have enough impact to get us to the *Target*?
- Is this the shortest route?

Implementation

- Is it something I have done many times or an unexplored path?
- Do we have a team of people who can deliver?
- Do we have the time and resources?
- Have we thought about the friction we will face?
- Have we defined how our project should be received by the organisation?
- Will there be cash and sufficient resources when and where they are needed?
- Will the implementation affect anyone?
- Can we handle it politically?

Consistency between phases.

- How mature has the team's strategic dialogue been?
- Is the paradigm used adequate to identify the solutions required?

- Is the insight consistent with the destination point, the obstacle, and the goal?
- Will the chosen path, starting from our current situation, allow us to get to where we want to be?
- Does the chosen path address the obstacles?
- Does the combination of sub-moves make it possible to complete the whole move?