

THE NAPKIN

START STATEMENT

‘Based on [*observations or sources*], what’s really going on is [*insight*]. In that context, our situation is [*initial situation*].’ (max. 150 words)

TARGET STATEMENT

‘The expected results will be [*expected results*]. The future situation, where these results will be achieved, will be implemented by: [*date*] and will be: [*situation to be implemented*]. The reason to get there is [*reason*].’ (min. 80, max. 150 words)

OBSTACLE STATEMENT

‘The key challenge we have to face is [*obstacle*].’ (max. 150 words).

ROAD STATEMENT

‘The road ahead is defined by the following decisions: [*decision taken, alternative(s) discarded, and reason*], specifically to face the obstacle we have chosen: [*Decision taken, alternative(s) discarded and reason*].’ (max. 150 words)

IMPLEMENTATION STATEMENT

‘From my role as [*role of the person in the implementation*], what I will do and what will happen during the implementation will be [*preview of the process in 1st person*].’ (max. 150 words)