

IDENTIFY THE WILDLY IMPORTANT GOALS® (WIGS®)

“There will always be more good ideas than there is capacity to execute.”

CHRIS McCHESNEY

THE CHALLENGE

Does everyone know the team’s top two to three priorities (WIGs) and how they will align their efforts to achieve them?

FACE THE CHALLENGE

1. With your team, determine which two to three priorities (WIGs) you *must* achieve, or nothing else matters (other goals, initiatives, projects, etc.).

2. Create a starting line, finish line, and deadline for each WIG: “From X to Y by When.”

3. Ensure the WIGs align with your organization’s vision, mission, and strategy.

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