

What Matters Next

Action Plan

FOR COMPANY _____

Assess the Known and the Unknown:

Begin by identifying what you currently know and don't know. This includes existing knowledge about the current situation and any gaps in understanding that need to be filled.

Identify Learning Opportunities:

From the unknowns, determine what could and should be learned. This might involve identifying key areas of uncertainty that could potentially be resolved through research or investigation.

Create your Now-Next Action Plan:

Using the insights gained from the previous steps, devise an action plan that aims to minimize harm and fits within your timeline. This plan should include both immediate actions (the "Now") and strategic steps for the future (the "Next").

Transition from Transformation to Innovation:

Start by addressing current needs and catching up where necessary (Transformation). Then, move towards anticipating and preparing for future changes (Innovation).

Envision the Future:

With the action plan in place, think more deeply about the future. Consider what foresights you already have. What changes do you anticipate? How can you prepare for them?