**SCRAPPY STRATEGY WORKSHEET**

**Getting Scrappy: An Action Plan**

***Everyone says they value strategy, but who has the time?***

Here’s a speedy way to strategize an action plan to help you break through the obstacle you’re facing. It can be done in less than 20 minutes and on the back of a napkin or scrap piece of paper if that’s all you have handy.

**Follow these steps:**

1. **Define the Goal:**
2. **Identify the Players:**   
   *People will sit up and notice you… if you will sit up and take notice of those things that make THEM sit up and take notice.*
   1. Who’s the decision maker(s) stopping us?
   2. Who to contact?
   3. How to approach?
   4. What timeframe do you have?
3. **Ideate:** *Who can help?*
4. **Dig for Insights**
   1. 3x5: spend at least three minutes finding 5 interesting things that could be useful in talking with these contacts
5. **Develop a Plan(s):**
   1. Small scrappy idea \_\_\_\_\_\_\_\_\_\_\_\_\_\_
   2. Mid-size scrappy idea \_\_\_\_\_\_\_\_\_\_\_\_\_\_
   3. Large scrappy idea \_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. **Share with Someone Else**  
   *Fast forward to the end assuming it failed. Why did it fail? What set the idea up for failure? Is it correctable? How do we correct it? (Dissension is GOOD here)*
7. **Act:** *Does the reward outweigh the risk?*