

WHAT MAKES FOR HIGH PERFORMING PROJECTS, TEAMS, & ORGANIZATIONS?  
THEY ALL HOLD THE SAME **SHARED UNDERSTANDING** ON THESE

## 5 QUESTIONS:

① **AS IS**  
WHAT IS THE CURRENT SITUATION?

⑤ **STRATEGY**  
WHAT IS THE ACTION,  
THE PLAN, THE THINGS  
TO GET DONE, & WHY?

## CORE PRIME



④ **To BE**  
WHAT ARE YOU TRYING  
TO MAKE HAPPEN?  
WHAT IS YOUR VISION?  
WHAT IS YOUR TO BE  
STATE?

② **ENVIRONMENT**  
WHAT IS THE OVERALL ENVIRONMENT  
YOU ARE WORKING IN?  
WHAT IS OUT THERE THAT CAN AFFECT  
YOU, THAT YOU CANNOT AFFECT?

③ **STAKE**  
WHAT IS AT STAKE IF YOU STAY WHERE  
YOU ARE, & IF YOU KEEP DOING WHAT YOU ARE  
DOING?