

# STRATEGIC BOOST TEMPLATE

Create value with  
confidence, focus, and a  
clear vision of success.



If you're like most busy professionals, then you know how challenging it can be to simply keep up with everything.

Sometimes it feels like quite the accomplishment just to check email, let alone get ahead of anything else. Perhaps you dream of being more proactive, focused, and controlled. Or, how about those meetings that make you feel like you *could* have been doing something more productive?

Seems like those are way too common.

Then, the inevitable dread, anxiety, and higher blood pressure sink in when your boss asks to tackle a new initiative. How in the world do you *get that* done on top of everything else while remaining sane and having just a little life outside of work?

Sometimes it feels impossible to pursue the thing that matters most. Until now.

It's all good. This Strategic Boost Template is made just for those moments when fear, anxiety, and panic almost make you succumb to the pressure of your new project. There's no need to be fearful, anxious, or confused. Or, to worry about change. This simple and step-by-step process may make you think a little. But, in the end, you'll come away with a manageable, actionable, and measurable work plan.

This Strategic Boost Template will help you:

- Gain focus
- Set expectations
- Increase confidence
- Describe success
- Measure progress
- Push the limits
- Provide accountability
- Increase the likelihood of success

## BUILD A STRATEGIC BOOST THAT WORKS

The purpose of this Strategic Boost Template is let you develop and activate a time-bound growth priority with key results, resources, potential constraints, and roles. In the end, you'll have a clearer path to create value with confidence, focus, and a clear vision of success.

First, let's answer one important question: what is a Strategic Boost? At STRE.ME, a **strategic boost** is one of the five most important things you should be doing now, today, or tomorrow to create value. In short, it's something worth doing. So much so that you prioritize it above almost anything else and feel comfortable saying, "no," to almost everything else.

In this format, the Strategic Boost Template includes:

- One **strategic boost** — the thing you should pursue immediately
- **Key results** — progress indicators towards your objective
- **Necessary resources** — supplies necessary to achieve Key Results
- **Potential constraints** — lurking variables that could derail progress
- **Roles and responsibilities** — who's responsible for what

## STRATEGIC BOOST // PRIMARY OBJECTIVE

### What is the SMART objective or ultimate outcome of this Strategic Boost?

This is the most foundational part of the process. The Strategic Boost is your primary objective or ultimate goal, outcome, or dream. To make this actionable, you need to make it SMART, which stands for specific, measurable, attainable, relevant, and time-bound. Please use 50 total words or fewer to help make this memorable and easy to understand, yet specific enough to measure.

Attribute	Description (10 words or fewer per attribute)
Specific	
Measurable	
Attainable	
Relevant	
Time-bound	

An example is: acquire 215 early adopters in the Midwest territory by 6/30/xx.

### SMART Strategic Boost:

## KEY RESULTS // PROGRESS INDICATORS

Key results are the progress indicators that determine progress towards your Strategic Boost and always complement it. Key results that make progress towards another objective should be saved for another objective. While Key Results can technically come to fruition at any time, they're more effective when some combination of short-, middle-, and long-term timelines; each of which is relative to your Strategic Boost, organization, and its environment.

A short-term timeline could be a day, week, month, or quarter. The middle may be a little shorter or longer, again, depending on your business and environment. A long-term key result typically culminates with the completion of the Strategic Boost in a complementary manner.

These can be measured however you want. Binary values (i.e., yes or no, 1 or 0, etc.) work, as do any other numeric values. The most important point is to articulate a result that CAN BE MEASURED. Either you did something or not, gross margin increased by 0.5%, three positions were filled, etc. You get the gist. But, again, every key result **MUST BE MEASURABLE.**

### What are the short-, middle-, and long-term milestones that will be completed as progression points towards achieving your Strategic Boost?

Key Result	Description (10 words or fewer per) <i>These should be SMART, as well, and be somewhat easy to attain.</i>
Short-term 1	
Short-term 2	
Middle-term 1	
Middle-term 2	
Long-term	

## NECESSARY RESOURCES // SUPPLIES

We all know every result requires something. Energy, time, ideas, materials, and plans are all examples. There’s always some supply required to produce a result. That’s exactly how to think of necessary resources. If your long-term key result is to schedule three qualified business development appointments, then you either need a lead, mailing list, or some type of supply that leads to the appointment-setting result. That’s the idea here.

### What resources are necessary to achieve your key results and strategic boost?

Key Result	<b>Necessary Resources</b> (10 words or fewer) <i>Please be as specific as possible and consider adjusting the key results to allow for clarity, even if discovery is required.</i>
Short-term 1	
Short-term 2	
Middle-term 1	
Middle-term 2	
Long-term	

## POTENTIAL CONSTRAINTS // LURKING VARIABLES

As amazing as you may be, we all have limitations. This is when you get to embrace the paranoia that considers the lurking variable or two that could compromise every Key Result and, in turn, your Strategic Boost. Be paranoid. Think internally and externally. Use critical thinking to envision the future (i.e., Key Result) and adversity along the way. You'll be stronger for it and increase the likelihood of anticipating whatever could derail progress. Now's your chance to (almost) be as paranoid as you want.

### What are the potential constraints that could prevent any key result from being achieved?

Key Result	<b>Potential Constraint</b> (10 words or fewer) While some constraints may apply to more than one key result, it is important to specify the primary lurking variable for each.
Short-term 1	
Short-term 2	
Middle-term 1	
Middle-term 2	
Long-term	
Other	



## ROLES + RESPONSIBILITIES // GAME PLAN

Knowing who's doing what is as important as playing positions in sports or having parts in plays. Without them, you either improvise or create and eventually accept chaos. But, there's more to it. You'll get clarity, alignment, and accountability towards the Strategic Boost. This is your chance to set expectations and keep everyone on the same page. Literally.

For your Strategic Boost, a role is the function a given person plays. Sometimes the same person plays multiple roles or vice versa—multiple people play the same role throughout the process. Then, responsibility should be described as that person's duty for being accountable or to blame for the role they're playing. As an example, Chris, the lead customer service representative, could be responsible for measuring NPS. Or, perhaps, Taylor is the project manager responsible for distributing weekly reports. Whatever the case may be, this is your opportunity to set expectations.

### Who is accountable for ensuring every key result is achieved and what is their responsibility to ensure success?

Key Result	Accountable Person // Role	Responsibility for Success
Short-term 1		
Short-term 2		
Middle-term 1		
Middle-term 2		
Long-term		

Use the last page to summarize your Strategic Boost. Review it with everyone involved and get their input. Then, share, review, and update it when everything is finalized. Off you go! Good luck achieving your Strategic Boost.

# STRATEGIC BOOST // SUMMARY

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Key Results	Resources	Constraints	Roles	Responsibilities	Status
1.					
2.					
3.					
4.					
5.					

•Status measures: 0 = not started, 1 = planning, 2 = developing, 3 = implementing, 4 = measuring/controlling, 5 = done