
Setting Strategic Goals & Taking Decisive Action

A planning framework for business leaders and professionals

In today's rapidly evolving business landscape, the difference between thriving and merely surviving lies in deliberate, strategic action. This workbook transforms aspirational thinking into executable plans, ensuring your most important professional objectives receive focused attention and measurable progress throughout the year.

EXECUTIVE INTENTION

Setting a clear strategic intention provides direction and ensures resources are allocated effectively toward outcomes that drive meaningful business impact.

Your Strategic Intention serves as your North Star - the overarching purpose that guides decision-making and prioritization throughout the year.

Reflection Questions:

- What single outcome would make the biggest difference to your business/career this year?
- How does this intention align with your organization's strategic priorities?
- What would success look like in concrete, measurable terms?

My Strategic Intention for the Year Ahead:

Write a clear, specific statement that captures your primary focus for the year ahead. This should be ambitious yet achievable, and directly tied to business outcomes.

STRATEGIC PRIORITIES

The 80/20 principle suggests that 80% of results come from 20% of efforts. Identifying your critical few priorities ensures maximum impact from your time and resources.

What are the 3 most big priorities that will drive your strategic intention forward the most in the next 12 months?

Priority 1

Priority 2

Priority 3

Focusing on the things that will move us forward the MOST is a good way of cutting through the noise to find the real priorities. It doesn't mean ignoring everything else, but it does mean making good time for the important things that are all too easy to push off the To Do list in favour of the day to day.

For more information, see our guide on Prioritising and the Eisenhower matrix.

TAKING ACTION

Now that your priorities are clear, it's time to focus on how to tackle them.

For each priority, what ONE or TWO big actions will give you the most progress in the next 3 months?

Priority 1

Priority 2

Priority 3

ENABLERS & BLOCKERS

Understanding what (and who!) will help move things forward and what risks getting in the way is essential to turning your plans into reality.

Some of the factors to consider are:

ENABLERS

Organizational Strengths:

- Existing capabilities, resources, or systems that support your objectives
- Cultural factors or leadership support that create momentum
- Team expertise, relationships, or credibility you can leverage
- Current market position or competitive advantages

Personal/Professional Assets:

- Your unique skills, experience, or network connections
- Reputation, influence, or decision-making authority
- Time, energy, or focus you can dedicate to these priorities
- Learning agility or adaptability that serves your goals

Market Conditions:

- Industry trends, customer needs, or regulatory changes that create opportunity
- Competitor weaknesses or market gaps you can exploit
- Technology advances or new tools that enhance capability
- Economic conditions or funding availability that support investment

BLOCKERS

Resource Constraints:

- Budget limitations, staffing gaps, or competing priorities for attention
- Skill deficiencies, knowledge gaps, or capability limitations
- Time constraints, bandwidth issues, or conflicting commitments
- Technology limitations, process inefficiencies, or system constraints

Organizational Dynamics:

- Change resistance, cultural barriers, or political complexities
- Communication breakdowns, misalignment, or conflicting agendas
- Decision-making delays, approval bottlenecks, or clunky processes
- Risk aversion, perfectionism, or analysis paralysis tendencies

Market Challenges:

- Competitive pressure, market saturation, or customer behaviour shifts
- Economic uncertainty, regulatory changes, or industry disruption
- Supply chain issues, vendor dependencies, or partner reliability
- Technological obsolescence or rapid innovation cycles

Reflection Questions

Once you've identified your most critical enablers and blockers, consider the following:

- How will you leverage your strongest enablers most effectively?
- Which enablers need development or enhancement to increase impact?
- What new enablers could you cultivate or acquire?
- Which blockers pose the highest risk and require immediate attention?
- What contingency plans or alternative approaches will you prepare?
- Which blockers can be eliminated entirely instead of just managed?

Enabler	Action to Take	Blocker	Action to Take

The Plan – a 30/60/90 day approach

Your next step is to put it all together into a plan. Where some action planning goes wrong is by being too sophisticated at this stage.

All you really need to know in any detail are your immediate, short and mid-term actions – your plans for the next 3 months. Then at the end of month 2, start planning out your activities for the next quarter.

Use the table below to set out your first 30/60/90 day plan for each of your priority areas.

Priority Actions	This Week	In 30 days	In 60 days	In 90 days
Enabler(s): Blocker(s):				
Enabler(s): Blocker(s):				
Enabler(s): Blocker(s):				

END NOTE

Vision without action is just a dream, action without vision is a waste of time. Spending a little time every Quarter reviewing your plans, goals & actions to keep yourself on track is a worthwhile investment.

Successful execution requires both strategic thinking and tactical discipline. This workbook provides the framework - your consistent action and regular review will determine the outcomes.

Quarterly Review Protocol:

1. **Performance Assessment:** Measure actual results against targets
2. **Strategic Relevance:** Ensure initiatives remain aligned with market conditions
3. **Resource Optimisation:** Reallocate resources based on performance data
4. **Forward Planning:** Set objectives and actions for the following quarter

Professional Development Investment:

Consider how achieving these goals will advance your career trajectory and what additional skills or experiences you need to develop along the way.

"Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat." - Sun Tzu

For executive coaching, strategic planning facilitation, or accountability partnership opportunities, contact me on rebecca@perception-insights.com to discuss customised support for your leadership journey or a quick chat about what else might be helpful.

Rebecca Maxwell
Founder & Principal Consultant
Perception Insights
July 2025