

STRATEGY SCREEN

A **strategy screen** is a list of criteria, or standards, against which you will test various strategic options.

Sample Strategy Screen Criteria

1. Does it help us advance our mission? How?
2. Does it build mutually respectful relationships among leaders and community?
3. Does it support personal and professional growth?
4. Does it provide opportunities for learning how to achieve life/work balance?
5. Does it help build a shared group identity?
6. Do we have the organizational capacity (e.g., staff, volunteers, funds) to implement it?
7. Can we pay for it? Does it pay for itself (fees, earned revenue), or can we raise funds to pay for it?
8. Are we the best organization to take this on? Why?

Your strategy team can simply discuss strategic options relative to the specific criteria or assign a ranking or score to compare the relative values of a number of possible options. In either case, it is important to remember that the Strategy Screen is not written in stone; it may be ignored if the organization determines that (and can articulate explicitly why) a strategy that does not meet the criteria is still worth pursuing. Criteria may also be changed over time as your organization evolves.