IMPORTANCE SCREEN INSTRUCTIONS	ECONOMIC SCREEN	STRATEGIC SCREEN	STAKEHOLDER SCREEN
1. List your team's potential goals. 2. For each screen, rate each on a scale of -1 to 4 where: • 4 = High Positive Impact • 0 = No Impact • -1 = Negative Impact 3. Total your score. 4. Do a Gut Check. "Are we facing the brutal realities?" 5. Using the score totals and your gut check, place a check mark (✓) by the goals that are truly most important.	SCALE –1 to 4 ECONOMIC CRITERIA TO CONSIDER: • Grows revenue • Reduces costs • Improves cash flow • Improves profitability • Other economic criteria	SCALE –1 to 4 STRATEGIC CRITERIA TO CONSIDER: • Directly supports the organizational goals • Leverages core competencies • Increases market strength • Increases competative advantage • Other strategic criteria	SCALE –1 to 4 STAKEHOLDER CRITERIA TO CONSIDER: • Increases customer loyalty • Ignites the passion and energy of our people • Has a favorable impact on suppliers/vendors, partners, investors • Other stakeholder criteria

✓	POTENTIAL TEAM GOALS	ECONOMIC SCREEN	STRATEGIC SCREEN	STAKEHOLDER SCREEN	TOTAL SCORE	GUT CHECK RED, YELLOW, GREEN
		–1 0 1 2 3 4	–1 0 1 2 3 4	–1 0 1 2 3 4		
		–1 0 1 2 3 4	–1 0 1 2 3 4	–1 0 1 2 3 4		
		–1 0 1 2 3 4	–1 0 1 2 3 4	–1 0 1 2 3 4		
		–1 0 1 2 3 4	–1 0 1 2 3 4	–1 0 1 2 3 4		
		–1 0 1 2 3 4	–1 0 1 2 3 4	–1 0 1 2 3 4		
		–1 0 1 2 3 4	–1 0 1 2 3 4	–1 0 1 2 3 4		
		–1 0 1 2 3 4	–1 0 1 2 3 4	–1 0 1 2 3 4		
		–1 0 1 2 3 4	–1 0 1 2 3 4	–1 0 1 2 3 4		
		–1 0 1 2 3 4	–1 0 1 2 3 4	–1 0 1 2 3 4		
		–1 0 1 2 3 4	–1 0 1 2 3 4	–1 0 1 2 3 4		