

Non – Negotiables and Priorities Note Catcher

To help in identifying your non-negotiables and to assist in prioritizing them, take the following steps.

Step 1: Craft a purpose.

Ask yourself, what is the true purpose of your idea as first envisioned at our retreat? Write that below.

Now, refine it. Read your purpose out loud, and afterwards say, “Which means. . .”. Write your refined purpose below.

Now, refine it one more time, adding another layer after saying, “Which means. . .” Write your further refined purpose below.

Step 2: Identify the necessary elements.

Based on your final refined purpose above, what elements of your retreat idea are necessary? What must be present from your initial pitch in order to address the refined purpose you have created. Write those elements below.

Step 3: Consider the urgently necessary.

Now, look at the list of necessary elements from Step 2. Which of these are needed immediately in order for the idea to become a reality. This is no longer about whether these elements are necessary or not, but rather, what you need to have in place at the start so the idea can become a reality. Write the urgently necessary elements below.

Step 4: Build foundations with the strategically valuable and urgently necessary elements.

Finally, review your urgently necessary elements and select the one or two that are not only urgently necessary, but are strategically valuable. An element that is strategically valuable is one that can help make the idea a reality by motivating and engaging others to see its value. Write those elements (attempt to keep it to no more than two) below.

Takeaway: By considering a moonshot idea's true purpose, and by boiling that idea down to a few strategically valuable and urgently necessary elements, you can create the seeds of a refined and targeted proposal.