

Focus on the Critical Number™ - Communication Tool

Objective - What do you want to achieve?

Goal - How will you measure success?
Put a number on it (x to y by when):

The C.R.I.T.I.C.A.L. Test

Critical to success

Why is the Critical Number important to the company's success? Your people's success?

Reality based

What issues discussed in the business review process supports the selection of the Critical Number?

Indisputable priority

Where does the Critical Number rank on the company's list of priorities?

Team Supported

How has the team been included in the selection of the Critical Number?

Increasingly important

If you do nothing with the Critical Number, what would be the impact to the company?

Common goal

Who can directly or indirectly impact the Critical Number?

Attainable

Is the achievement of the Critical Number reasonable & achievable?

Learning opportunity

What business literacy can be realized by focusing on the Critical Number?

TIP: 'People support what they help create.' Broad participation and diversity will provide more immediate, practical and valuable ideas; every time!