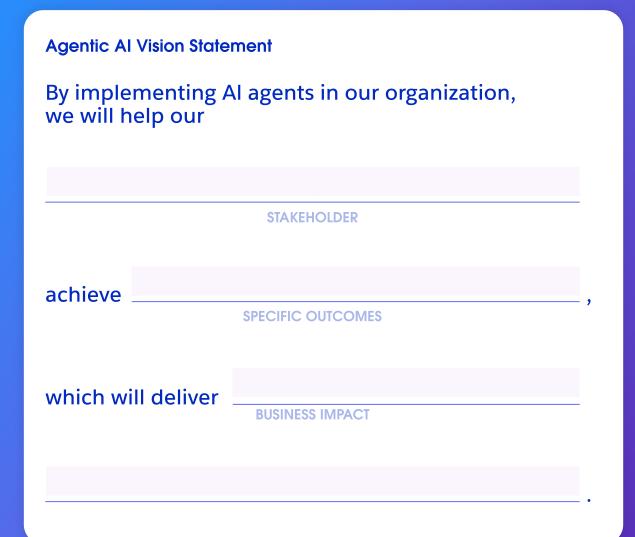
Chapter 1: Create Your Strategic Vision



Complete this sentence individually and compare your responses as a team. Use the word bank for inspiration and guidance, but feel free to get creative!



Word Bank

STAKEHOLDERS (CHOOSE 1-2)

- Customers
- Employees
- Partners
- Leadership team
- Board and Investors

SPECIFIC OUTCOMES: (CHOOSE 2-3)

- Faster response times
- More personalized experiences
- · Reduced manual workload
- · Higher quality decisions
- 24/7 operational capability
- Automated routine tasks

BUSINESS IMPACT: (CHOOSE 1-2)

- Increased revenue
- · Improved customer retention
- · Reduced operational costs
- Enhanced competitive advantage
- Accelerated innovation