

Date: Monday, July 10, 2017

Place: Reston, VA

Group Activity #1 – Place in Sequence

Place the following in their proper sequence:

- | | |
|-------------------|----|
| Management | 1. |
| Goal | 2. |
| Vision | 3. |
| Measure | 4. |
| Strategy | 5. |
| Plan | 6. |
| Mission | 7. |

Group Activity #2 – Internal Issues

List 3 internal issues and 3 external issues that could impact your business.

Internal issue #1:

Internal issue #2:

Internal issue #3:

External issues #1:

External issues #2:

External issues #3:

Group Activity #3 – S.T.E.P

Under each category list three STEP variables that could impact your business.

Socio-Cultural:

1) _____, 2) _____, 3) _____,

Technological:

1) _____, 2) _____, 3) _____,

Economic:

1) _____, 2) _____, 3) _____,

Politico-Legal: :

1) _____, 2) _____, 3) _____,

Group Activity #4 - Vision Exercise

Briefly write down your company's Vision Statement:

If you don't have one, give it a shot!

Group Activity #5 – Mission Exercise

*Briefly write down a Mission Statement describing your company's current state.
If you don't have one, give it a shot!*

Group Activity #6 – Value Exercise

Briefly list 3 core values your company professes:

VALUE #1:

VALUE #2:

VALUE #3: