

5 BIG WHATS EXERCISE

Make sure you have no more than 5 Big Whats – you can have less, but not more. This is an exercise you can do on your own as leader for your team or together with your team.

Brainstorm Accountabilities

Write down on sticky notes everything your team is accountable for, one sticky note per item. Keep going until you have everything.

Cluster Accountabilities

Group the sticky notes together by theme – which ones naturally sit together? Try and put them into no more than 5 groups.

Name the Groups

Name each group in such a way that it makes sense to others.

Write a SMART Objective for Each

Each group should have a SMART objective associated with it. For example a Big What of “Business Growth” could have a SMART objective of “Revenue Growth of 30% by the end of 2020.”

Make the 5 Big Whats Visible to You and the Team

Share the 5 Big Whats with your team and find a way to make them (and progress against them) visible to everyone every day. For example, create a poster, put them on a whiteboard in the office, print them out and laminate them for everyone, put them on a team intranet site, etc. Whatever works for you and your team to keep them in line of sight.