



# 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 Big Whats Visible to You and the Team

Share the 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.