

EXAMPLE #1

Burning
Leaf

MOONSHOT

A TRANSFORMATION AGENDA

**A TOOL TO HELP YOU TRANSFORM YOUR TEAM,
ORGANISATION OR GROUP FOR NOW & IN THE FUTURE**

The world is changing all around us. To continue to thrive over the next five years, 10 years, 20 years and beyond, you need to shape what you do and move swiftly to prepare for what's to come.

This tool will help you create a long-term destination for your business and a "Roadmap" to help you transform for now and the future.

This tool will encourage you to be ambitious, radical, and think hard about why you are here. It will help you set out your moon shot.

Unlike other templates and tools, MOONSHOT will support you to do all this in a way that is driven by your purpose, or your WHY* as I believe this should shape everything you do.

If you need more guidance, visit iammichaelwatts.com/portfolio/moonshot

We start with the key element, identifying your WHY. This will be at the heart of everything that you think about and write in this tool.

WHY DO YOU EXIST?

Think about why you exist as a team, an organisation or as a group of people.

What is your purpose? Why do you do what you do? Why do you get out of bed in the morning?

Write that here in less than 25 words:

We exist to use the power of creativity to make futures better today

* WHY is a concept created and shared by Simon Sinek.
Find out more about WHY at iammichaelwatts.com/tag/start-with-why

WHAT IS YOUR MOONSHOT?

This needs to be enduring. It needs to declare your purpose and serve as the standard against which you can measure your actions and decisions.

But this is not just a statement. Like a mission to the moon or to the bottom of the ocean, it needs to set out where you want to get to; it needs to be active; it needs to be achievable but stretch you.

Write that here in less than 75 words:

We believe that by bringing together creativity, design and people we can make humanity better - and then we can use this energy and passion to inspire and spark change.

By providing our creativity and design solutions in a humancentric way we will have a positive, lasting impact on the world - we will make it better today and will pass the world on in a better condition to the next keepers in the future.

HOW WILL YOU ACHIEVE YOUR MOONSHOT?

Think about the bold moves, or actions, you need to take to support your transformation.

What changes do you need to make to achieve your mission? What will help you be here and relevant in 5, 10 or 20 years time?

How do you need to change what you do now to realign it to your founding purpose? (This can often get misaligned as companies grow)

Think about what the future looks like, how you can transform to fit within new trends and plan to meet future trends. Can you help shape new trends?

Think about the structure and make up of your team, organisation or group - is it fit for purpose?

Make notes here

- Our 'why' will continue to drive the work that we do. All the projects that we take on will need to pass our 'why test' before we agree to take on the work.
- We need to improve our free offerings to the world
- We need to strengthen our brand name to increase awareness of who we are and build trust in our offerings
- We need to have a bigger reach
- We must continue to put the 'why' of us and our customers at the heart of our work - it must drive everything we do with them

Continue on the next page

Continued from the last page

- We can learn from some of the companies which fit closely to what we need to do. We don't look at them as competitors, instead we want to learn from them, be inspired by them, and then, we will have a bigger and stronger reach
- Other companies include Kyu, The Hideout, SYPartners, Luvably, Yoke and more
- To fit within the world now and in the future, we need to continue to grow as a company, we need to provide free offerings, and we need to reach out more.

Write 4-6 ideas here in less than 200 words:

From your notes and thoughts above, set out 4-6 bold moves for your transformation?

These need to be ambitious but clear & actionable statements to help you reach your MOONSHOT – inspired & shaped by your why.

You need to be able to monitor your progress against them. They need to be achievable – but they need to push you.

We will continue to live our WHY and let it shape everything that we do

We will create a new product arm where our reach can touch a bigger audience and have a bigger impact on the world

We will become a place where human beings come not just to do a job – but to build their life's work

We will become more outward facing and share more of our working and thinking

We will be led with empathy - for our customers, for their customers and for humanity in general

We will learn from, be inspired by, and implement the lessons from the best - both in our field and outside of our field

NOW, KEEP HOLD OF YOUR
RESPONSES AND WRITE
THEM IN THE BOXES
ON PAGE 4

MOONSHOT

A TRANSFORMATION AGENDA

This is our **MOONSHOT**. It sets out **WHY** we exist, what we do everyday to live our **WHY**, and the bold moves we will take to transform ourselves for now and the future

WHY WE EXIST

We exist to use the power of creativity to make futures better today

OUR MOONSHOT

We believe that by bringing together creativity, design and people we can make humanity better — and then we can use this energy and passion to inspire and spark change
By providing our creativity and design solutions in a humancentric way we will have a positive, lasting impact on the world - we will make it better today and will pass the world on in a better condition to the next keepers in the future

OUR BOLD MOVES FOR TRANSFORMATION

We will continue to live our **WHY** and let it shape everything that we do

We will create a new product arm where our reach can touch a bigger audience and have a bigger impact on the world

We will become a place where human beings come not just to do a job — but to build their life's work

We will become more outward facing and share more of our working and thinking

We will be led with empathy — for our customers, for their customers and for humanity in general

We will learn from, be inspired by, and implement the lessons from the best — both in our field and outside of our field

We have printed this to publicly share our agenda.
This means we can hold ourselves accountable for its implementation - and you can hold us to account too.