

Principles, Implications and Applications



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Outline



- Use this approach to gather strategic insight across levels and styles of thinking.
- Some participants might have a preference for strategic, high level conversations about ideas, principles, strategic goals
- Some participants might have a preference for concrete creative projects, initiatives and ideas
- This model allows a conversation (online using a jamboard or offline using a flipchart) that accommodates all the responses that you get in a conversation about what our next 5 years should contain.
- Encourage people to start with which ever category engages them most, and to capture their ideas and views.
- Principles question might be; “What should our overarching strategic ideas, principles, or promises be over the next 5 years?” or “What do the headlines need to be of our strategy?”
- Applications question might be; “What project ideas, creative ideas, partnership ideas do you have or hear people wanting us to explore?” or “What might we make in the next 5 years?”
- Implications question might be “What are the implications for us as an organization, of adopting that principle? What would the knock on effect be, or how would we need to change?” or “How would we need to work differently to deliver that project or idea?”

Tool // Example

PRINCIPLES	IMPLICATIONS	APPLICATIONS
e.g. are we for everyone	Programming in existing gaps Extend free digital offer Review who we commission Review our pricing approach	Local commissions for small scale work Open calls through local partners
e.g. Everything needs to contribute to rebuilding reserves		

Tool // Template

PRINCIPLES	IMPLICATIONS	APPLICATIONS

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