

The Play-to-Win Strategy Canvas

Strategic Choice-Making

<p>STRATEGIC OPPORTUNITY <i>Why is a new strategy warranted, and why does it matter?</i></p> <p>Secure more than 15% of CHIP Cases per year</p>	<p>1. WINNING ASPIRATION <i>What is our measurable strategic ambition?</i></p> <ul style="list-style-type: none"> ➤ Increase service from 43% to 55% or approx. 52 more kids than 2019 ➤ Total Served 250-270
<p>2. WHERE TO PLAY <i>In what spaces or segments can we win convincingly?</i></p> <ul style="list-style-type: none"> ➤ ADA Meetings ➤ Commissioners ➤ Judicial Assistants ➤ Social Workers (continue to include SW in leading pre-service and continuing education opportunities) 	<ul style="list-style-type: none"> ➤ Guardians Add Litem - 6 <ul style="list-style-type: none"> • Michelle S • Quarterly GALs Meetings ➤ WI State Bar Association? ➤ 8th Judicial Administrative District
<p>3. HOW TO WIN <i>What will be our unique value proposition/defensible advantage in each chosen space?</i></p> <ul style="list-style-type: none"> ➤ Eyes and ears of the court ➤ Increase Child Safety ➤ Shorten Case Length ➤ Stay in front of decision makers ➤ "A CASA can help in ways I'm not able or have time to do" ➤ CASA develops a relationship with the child. We focus on best interest of the child, not rights of other parties? 	
<p>4. CRITICAL CAPABILITIES <i>What key skills/activities will produce our unique advantage?</i></p> <ul style="list-style-type: none"> ➤ How do you stay in front of them with your success ➤ Assess Buy-In ➤ Ask for Feedback ➤ Keep our reports strong and robust through training 	<p>5. REQUIRED SYSTEMS <i>How will we support and sustain our critical capabilities?</i></p> <p>Consistent and repeatable process</p>

Reverse Engineering

What Must Be True?

For our strategy to be a winning set of choices, it must be true that...

<p>➤ We have capacity</p>	<p>DEPENDENT <i>Our approach is highly dependent on these conditions. If the conditions are not proven true, we will need to pivot.</i></p> <ul style="list-style-type: none"> ➤ Buy in/perceived value ➤ Willingness to be the one making the request ➤ Willingness to add to their plates
<p>➤ National wants 100% kids served</p>	<p>➤ We make cases shorter and save others time</p> <p>➤ Is 80-90% too high for health and human services?</p>

KNOWN ————— UNKNOWN

INDEPENDENT
Whether or not these conditions are proven true, they have little or no real impact on our strategy.

Strategic Testing

CRITICAL RISK
What is the riskiest element of our strategy—the potential barrier to success?

<p>1. Condition what condition are we worried might not be true?</p>	<p>2. Concern why is it so worrisome?</p>
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CONCEPT TEST
What simple, fast, and frugal experiment can we run to test the most worrisome critical risk?

<p>3. Objective what is it that we must learn?</p>	<p>4. Hypothesis what is our falsifiable belief? (i.e., "If X, then Y")</p>
<p>5. Experiment how will we test our hypothesis?</p>	<p>6. Target what measure will be the standard of proof?</p>

VALIDATED LEARNING
Did we prove our assumptions true? What key insights did we gain? What will be our next step?

<p>7. Results what actually happened?</p>	<p>8. Explanation what explains the results, if different from expected?</p>
<p>9. Insights what was our biggest surprise?</p>	<p>10. Decision pivot or persevere?</p>