

Six Critical Questions for Establishing Clarity

(From "The Advantage" by Patrick Lencioni p. 77)

1. ***Why do we exist?*** (Purpose/Inspiration)
2. ***How do we behave?*** (Culture/Values)
3. ***What do we do?*** (Mission/Identity)
4. ***How will we succeed?*** (Strategy & Results)
5. ***What is important, right now?*** (Current Priority)
6. ***Who must do what?*** (Team Roles & Responsibilities)