



## THE THREE W'S

### What is the issue?

(One or two sentences)

- Incorporate the measurable result of successfully addressing the issue.
- Indicate the focus of the issue (strategic, financial, operational, organizational)
- How and why you have reached this crossroad.
  - Include (where appropriate):
    - Brief history leading to the current situation.
    - Resources & limitations
    - The financial impact of the issue
    - Potential long-term effects/pros & cons
    - Miscellaneous relevant data

### What are the options?

(Options you are evaluating to address the issue)

- Brainstorm new options when preparing this blueprint.
- Include several different options - include those with obvious pitfalls. Perhaps there are ways to make them work.
- Indicate the choice you feel is best and why.

### What do you recommend?

(The corrective action you want to implement)

- Include:
  - Additional research planned
  - Timetable for achieving goal
  - Priority level of issue
- Include detailed plan if available for review by team.
- Note - The specifics of an action plan may be developed after getting team feedback.