

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:

* 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:

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

[Continue on the next page](#)

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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.

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

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

OUR MOONSHOT

OUR BOLD MOVES FOR TRANSFORMATION

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.