

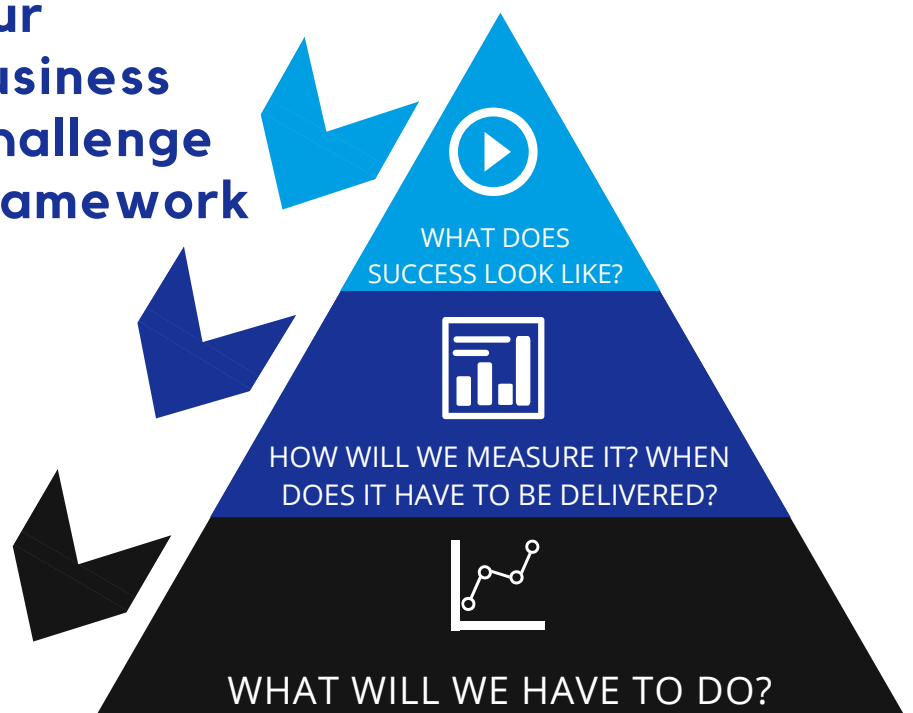
# HOW TO DEVELOP A **BUSINESS CHALLENGE STATEMENT**

TO DELIVER OUTSTANDING RESULTS WE NEED TO SET OURSELVES AN EXTRAORDINARY CHALLENGE. WE NEED TO GET OUTSIDE OUR COMFORT ZONE!

## **An Extraordinary Challenge** has 3 crucial characteristics:

1. It's Substantial – it focuses the team on something that has significant implications for the brand/ business
2. It's Important and Emotive – the team and stakeholders must care about it if it's to come alive
3. It's Uncomfortable – it's a stretch! A great challenge makes you nervous, excited and eager to get started

## **Our Business Challenge Framework**



**We are programmed to live in a comfort zone. We reward consistency. We don't like to rock the boat. We are trained to be average ..... but being average won't cut it!**

*"We fail more often because we solve the wrong problem, than because we get the wrong solution to the right problem"*

- Russel L Ackoff



TO FIND OUT MORE CONTACT:  
[enquiries@xpotentialanz.com](mailto:enquiries@xpotentialanz.com)

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To obtain a free download of  
our **Business Challenge  
Statement** Template