POLARITY MAPPING

What we want

Action Steps

How will we gain or maintain the positive results from focusing on the left pole? What? Who? By When? Measures?

Benefits of a focus on the left pole:

Benefits
of a focus on the right pole:

Action Steps

How will we gain or maintain the positive results from focusing on the right pole? What? Who? By When? Measures?

Early Warnings

Measurable indicators (things you can count) that will let you know that you are getting into the downside of this left pole. Who will know?



Unintended Consequences

of an over focus on the left pole (to the exclusion of right pole)

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What we don't want