

OK ISSUE/OPPORTUNITY OUTLINE

NAME	PRIORITY (A=TOP,B,C)	URGENCY EXTREME VERY HIGH HIGH	DATE	GROUP	VALUE OF THE ISSUE
<ul style="list-style-type: none"> • ONE OR TWO SENTENCES THAT GETS TO THE HEART OF THE PROBLEM IN NO UNCERTAIN TERMS. 	THE ISSUE IS:				
<ul style="list-style-type: none"> • AFFECT ON DOLLARS, PEOPLE, PRODUCTS, SERVICES, CUSTOMERS, VENDORS, FAMILY, TIMING, FUTURE, OUTER OFFICES, ETC. 	IT IS SIGNIFICANT BECAUSE:				
<ul style="list-style-type: none"> • WHAT I REALLY WANT TO HAPPEN. 	MY IDEAL OUTCOME IS:				
<ul style="list-style-type: none"> • SHORT, BULLET POINTS THAT IDENTIFY: <ul style="list-style-type: none"> - HOW/WHEN/WHERE /WHY IT STARTED. - WHO THE PLAYERS ARE. - THE FORCES AT WORK. - TODAY'S FOCUS. - FUTURE IMPACT. 	RELEVANT BACKGROUND INFORMATION:				
<ul style="list-style-type: none"> • ALL THE VARIOUS ACTION STEPS I COULD TAKE. 	MY OPTIONS ARE:				
<ul style="list-style-type: none"> • THIS IS THE OPTION ABOVE I PLAN TO PURSUE AT THIS MOMENT. 	DIRECTION I'M HEADED:				
<ul style="list-style-type: none"> • OPTIONS I'M MISSING? • ON THE RIGHT TRACK? • WHAT WOULD YOU DO DIFFERENTLY AND WHY? • SHOULD I DO NOTHING? • ETC. 	HELP I WOULD LIKE FROM YOU:				