



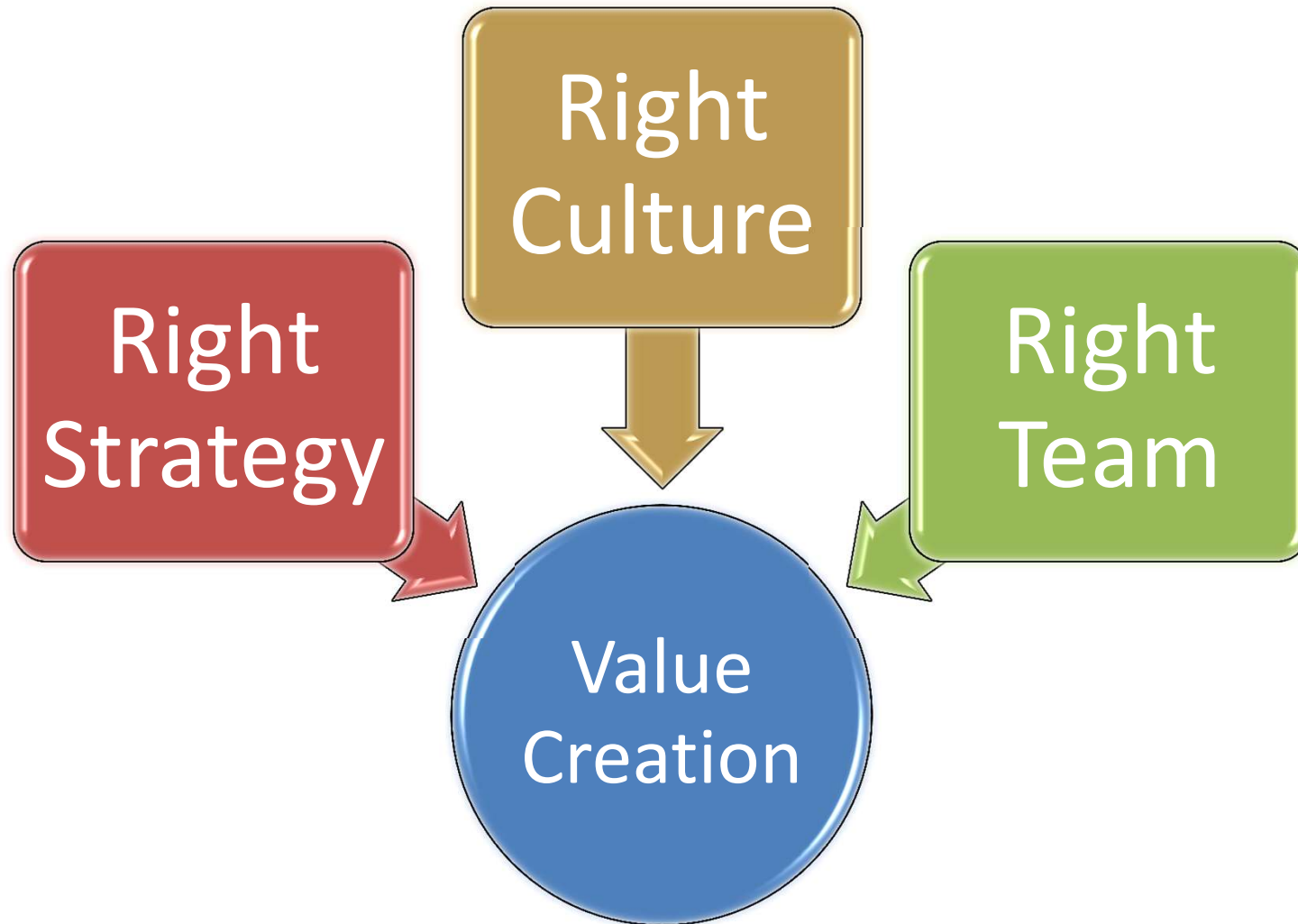
DAWSON CONSULTING GROUP

First Questions, Decisions and Actions: A Universal Guide for the Top Leader

Fundamentals for the Top Leader at
Every Step of the Road

April 4, 2016

The Three CEO Questions



Right Strategy

Is the current
strategy the right
one to create
stakeholder
value?



Stakeholder
Validation

NO

Big Change
Fix Problem

Culture

Capabilities

Business
Model

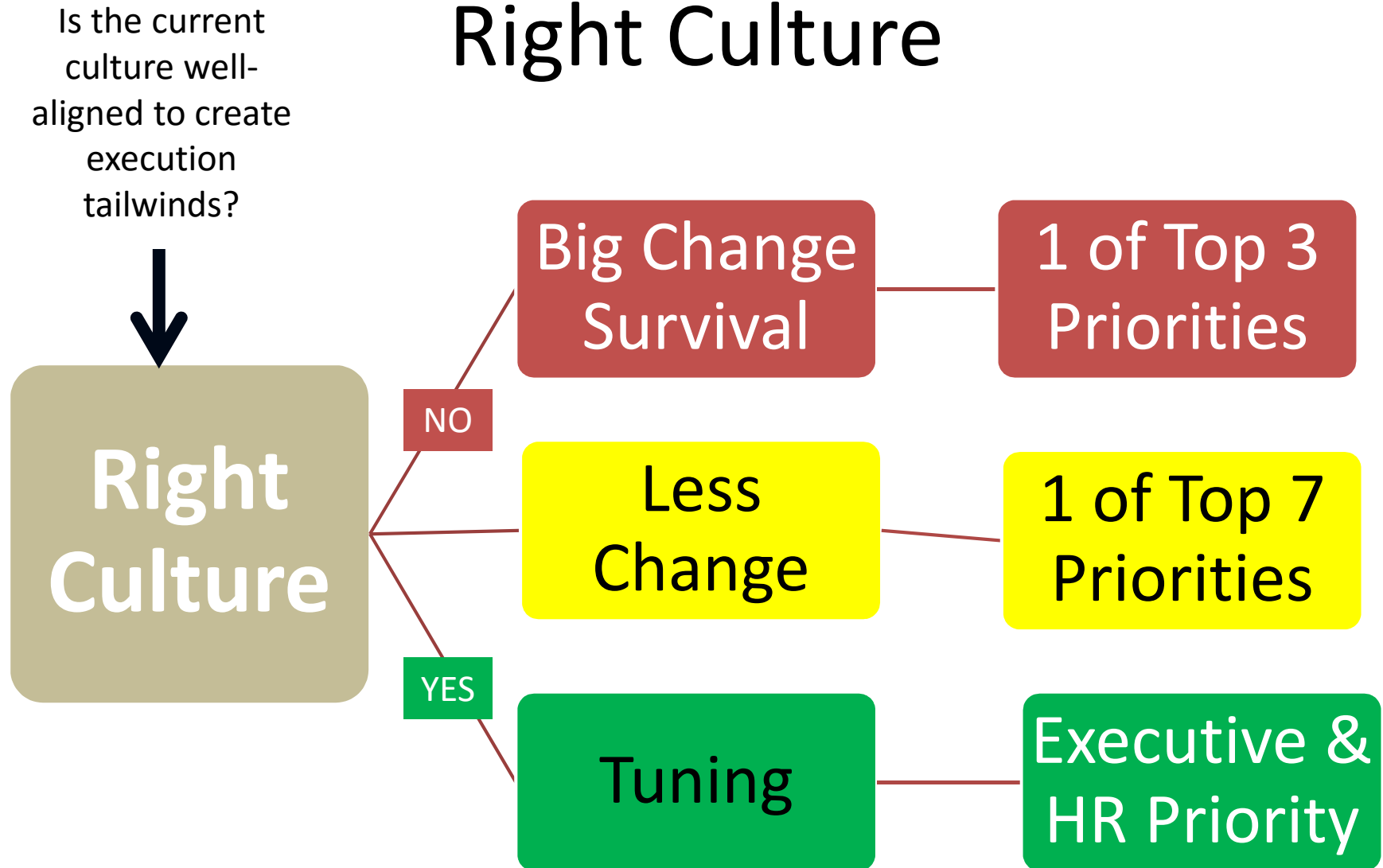
YES

Less Change

Build the
Future



Right Culture



Is the Executive Team
aligned and working well-
enough to implement Right
Strategy & Culture?

Right Team

