

**THINK  
CLEARLY**

# **Strategy Cards**

# What is Strategy?

Strategy is the art and practice of getting from here to there.

Select images to answer these questions: Where are you now?

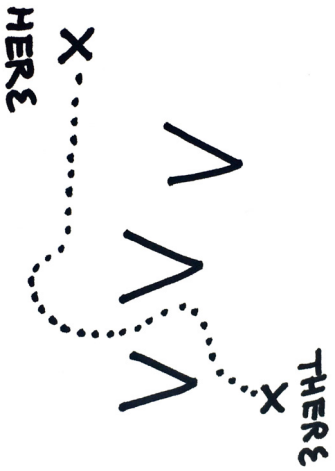
Where do you want to go?

What's standing in the way?

What choices do you have?

What choices are you making?

Lay the cards out on the table.



# List

Make a list to organize a sequence of steps, an order of priorities or goals. Pick images to represent each element. Lay them out on the table. Discuss what's most important.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

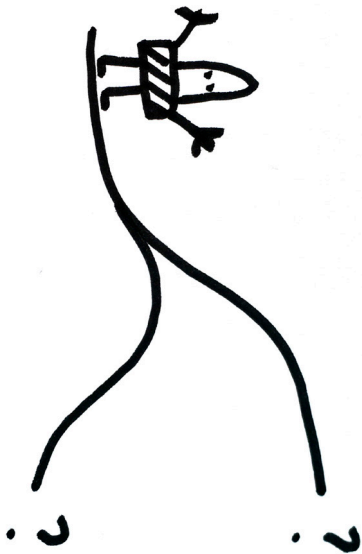
4. \_\_\_\_\_

5. \_\_\_\_\_

# Decision

There are two or more options.  
What might happen in each  
scenario? What do you know?  
What is unknown or uncertain?  
Pick cards that represent  
each option and the potential  
outcomes. Pay attention to  
what's a choice (in your control)  
and what's an outcome? (out of  
your control)

Look at what you have laid out.  
What do you see? Discuss.



# 2x2

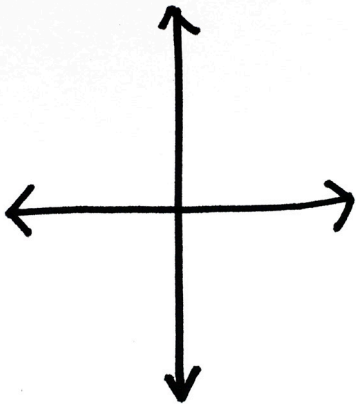
Define each axis. Then organize your projects, products, ideas, goals into the four quadrants.

You can try these axis combinations:

- Urgent/Important
- Fun/Learning
- Market share/Cost
- Growing/Profit margin
- Convenience/Uniqueness

What patterns emerge?





# Graph

Think about the history of a project or your life. Pick cards to represent each critical moment and lay the cards out to represent the ups and downs over time.

You can also do the same graph but instead of looking back you can imagine what future you want to see.

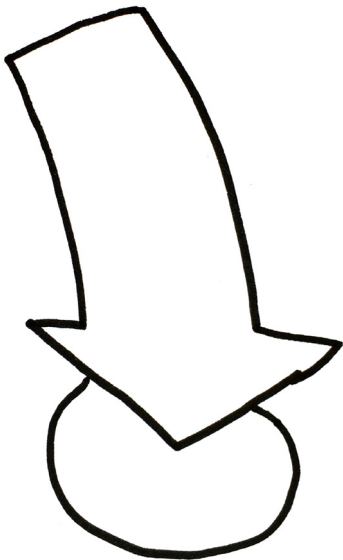
Share and discuss.



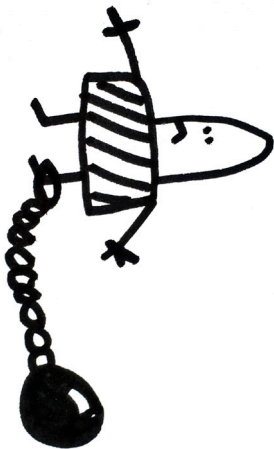
# Goal Arrow

Draw the template on the back of this card. Then pick cards that represent your goals and put them inside the circle to the right. What actions will you take that will help you achieve these goals? Pick cards or write.

Look at the result. Are these the right goals? Are your actions and goals aligned? Who will do what? Discuss.

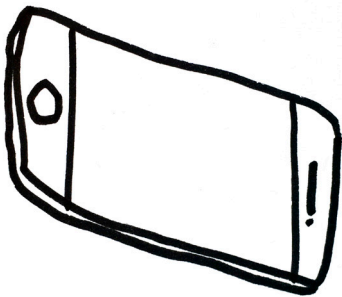


**Chained  
Holding back  
Prisoner  
Stuck  
Frustration**

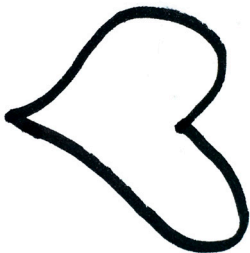


**Technology**  
**Smartphone**  
**Conversation**  
**Mobile**  
**Mobility**  
**Old paradigm**  
**Touch**  
**Interruption**  
**Low battery**

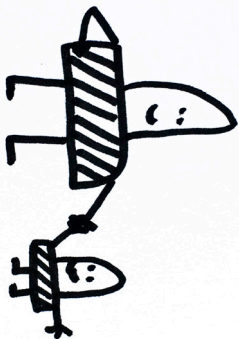




**Love  
Heart  
Trust  
Feelings  
Passion  
Desire  
Emotions**



**Family  
Work/life  
balance  
Child/parent  
Mentor  
Relationship  
Expectations  
Trust  
Growth  
Holding hands**



**Team**  
**Audience**  
**Meeting**  
**Users**  
**Class**  
**Family**  
**Get together**  
**Similar**  
**Diversity**

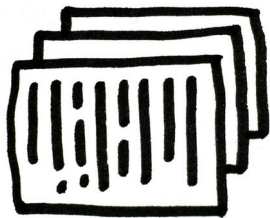


**Summit  
Mountain  
Challenge  
Obstacle  
Goal  
Cold winds  
The top  
Basecamp**

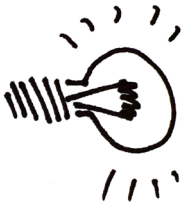




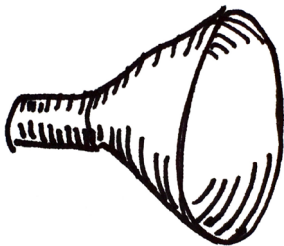
**Content  
Contract  
File  
Proposal  
Writing  
Reading  
Paperwork  
Documenting**



**Idea  
Innovation  
Eureka!  
Light  
Inventor**

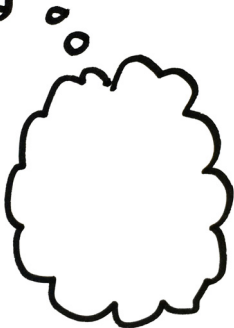


**Funnel  
Conversion  
Refine  
Focus  
Clarity  
Reducing  
Filtering**

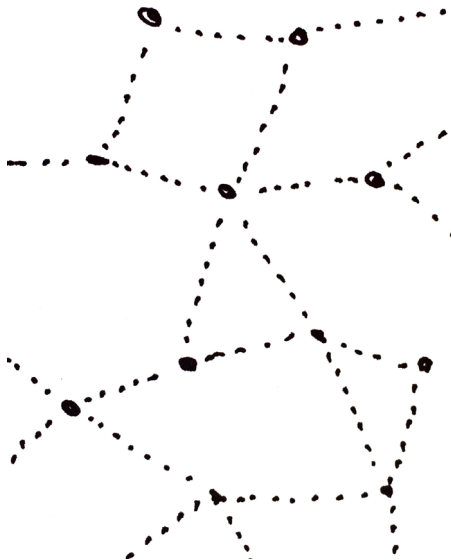


**Thoughts  
Dreams  
Aspiration  
Vision  
Purpose  
Worries**

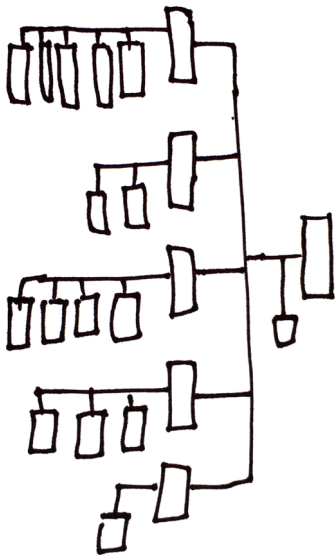




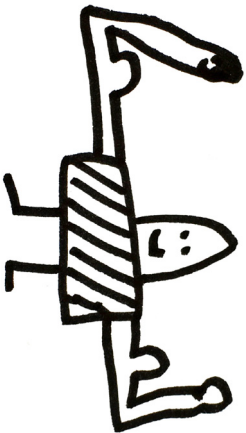
**Network  
Influence  
Dynamic  
Complexity  
Map  
Roads  
Known**



**Hierarchy  
Corporation  
Power  
Static  
Chart  
Organization  
Departments  
Silos  
Command  
Control**

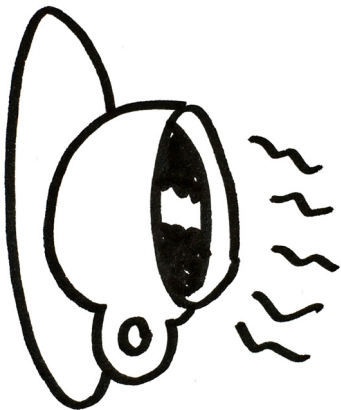


**Muscles  
Pride  
Strong  
Workout  
Gym  
Ability  
Dominant**

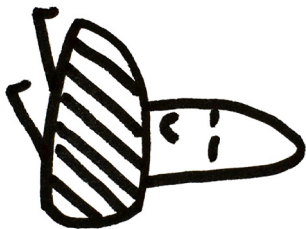


**Coffee  
Hot  
Calm  
Break  
Conversation  
Time  
Emergency  
Fika  
Morning**





**Calm  
Deep breath  
Meditation  
Being  
Focus  
Inner  
Rest  
Practice  
Leisure**



**Travel  
Airplane  
Flying  
Above  
30.000 feet  
Journey  
Cloud  
Speed**

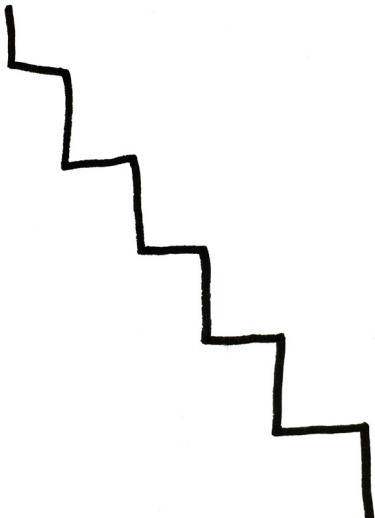


**Equals  
Similarity  
Blocks  
Bricks  
Towers  
Math**

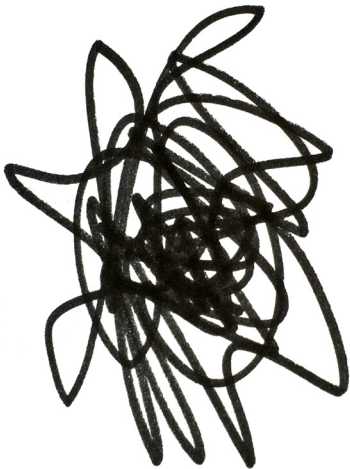


**Stairs**  
**Transition**  
**Steps**  
**Saw**  
**Bread knife**  
**Basement**





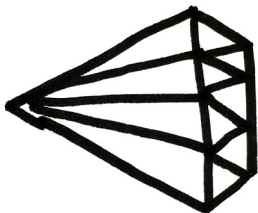
**Chaos  
Complexity  
Unpredictable  
Trace  
Path  
Evolution  
Mess  
Pattern**



**Dragon  
Dinosaur  
Unknown  
Challenge  
Fear  
Crocodile  
Teeth  
Intimidating**

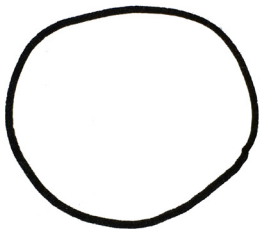


**Diamond  
Precious  
Process  
Gem  
Insight  
Polished  
Uncut  
Hard  
Transparent  
Clarity**



**Food  
Health  
Dinner  
Meal  
Feast  
Diet  
Nutrition**

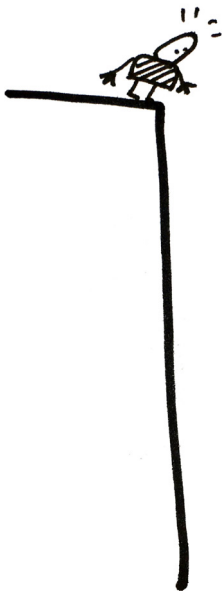




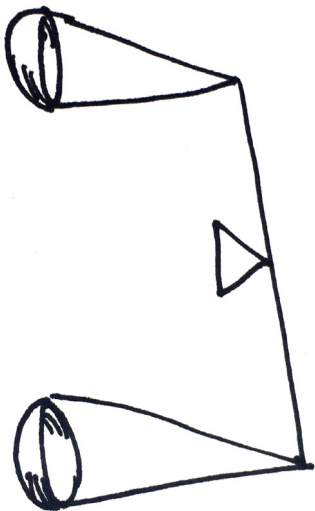
**Hospital  
Self-care  
Band Aid  
Plus  
Addition  
Cross  
Math  
Symbol  
Religion  
Belief**



**Fear  
Heights  
Cliff  
Edge  
Unknown  
Leap  
Anticipation**

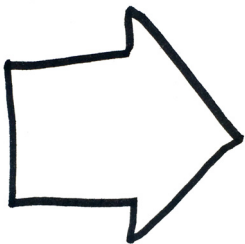


**Scale  
Balance  
Justice  
Equilibrium  
Weight**



**Up  
Down  
Forward  
House  
Progress  
Home  
Optimism  
Building  
Uplifting**

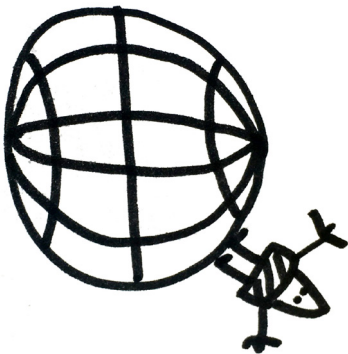




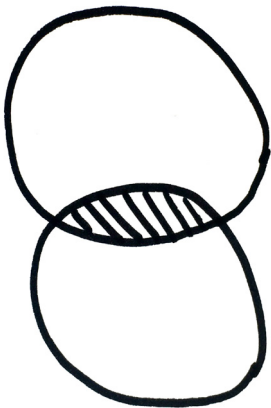
**Joy  
Happy  
Jump start  
Alive  
Fun  
Top of the  
world  
Excited**



**Global  
The world  
Perspective  
Impact  
Scale  
Ball  
Gravity  
Spin**

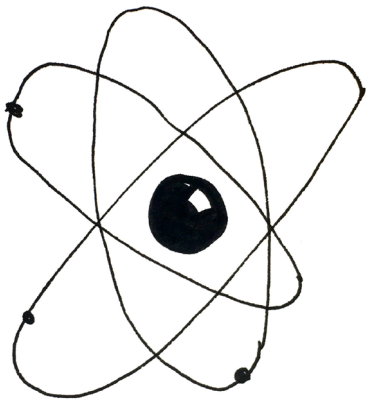


**Venn diagram**  
**Overlap**  
**Merging**  
**Analysis**  
**Inclusion**  
**Exclusion**  
**Circles**



**Orbit  
Planets  
Core  
Atomic  
Science  
Particles  
Universe  
Quantum  
Unknowable**





**Box**

**Space**

**Room**

**Cube**

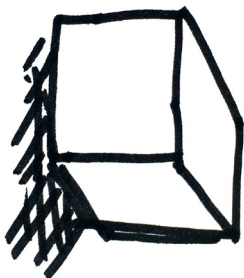
**Die**

**Obstacle**

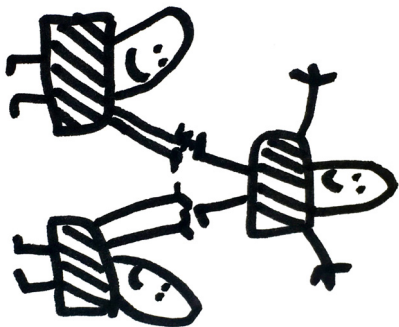
**Shadow**

**Quantum state**

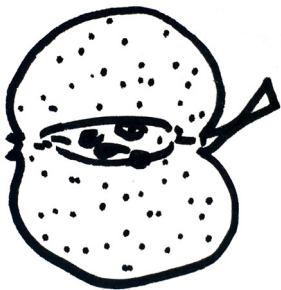
**Cat-in-a-box**



**Lifting up  
Friends  
Circus  
Trust  
Teamwork  
Acrobats  
Shoulders of  
Giants**



**Apple  
Seed  
Slice  
Cut through  
Inside look  
Nutrition  
Snack**



**Sparkling  
water**

**Half full**

**Half empty**

**Twice as big as  
necessary**

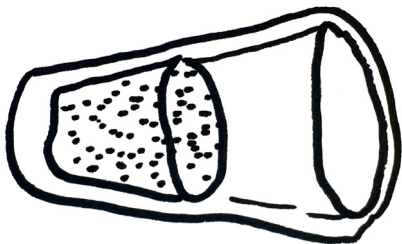
**Glass**

**Liquid**

**Fluid**

**Transparency**





# Harmony Music Orchestra Directive Composition Art Creative Notes



**Next steps**

**Moving**

**Traces**

**Foot steps**

**Dance moves**

**Walk**

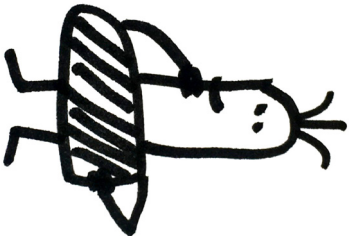


**Numbers  
Analytics  
Measure  
Overwhelmed  
Research  
Insights  
Quant  
Data**

1 2 2 2 1 4 17 25  
3 4 12  
13 7 15 27 21 29 19  
24 5 6 30 18  
23 8 11 20 29  
24 20

**Wonder  
Thinking  
Reflect  
Curious  
Thoughtful  
Standing still  
Analysis  
Paralysis**

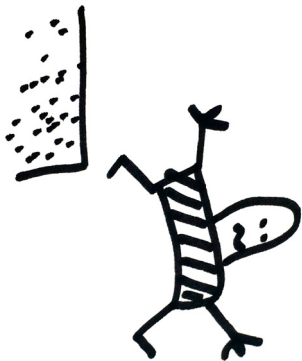




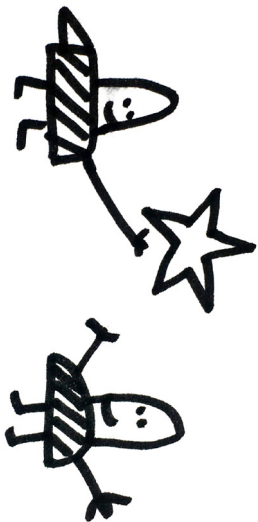
**Surfing  
Skillful  
Mastery  
Mom's calling  
Disconnect  
Flow  
Focus  
Movement  
Clarity**



**Risk  
Fear  
Jump  
Courage  
Unknown  
Discomfort  
Fall  
Edge**



**Show  
Impress  
Guide  
Mentor  
Lead  
Purpose  
Launch  
Teaching  
Star**



**Cat**

**Pet**

**Pet peeve**

**Not excited**

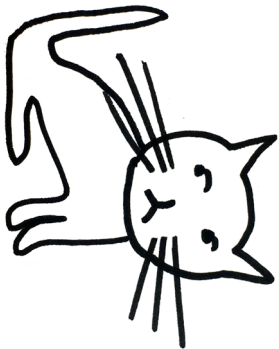
**Friend**

**Reluctant**

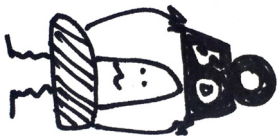
**Observing**

**Claws**

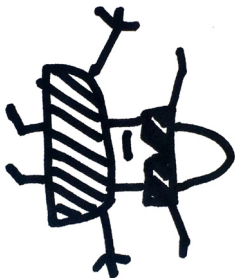




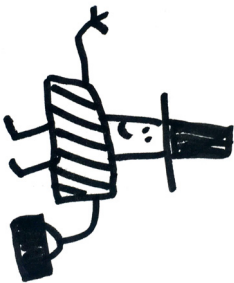
**Weight  
Burden  
Responsible  
Exhausted  
Power  
Strength  
Lift  
Alone**



**Cool  
Blind  
Starstruck  
VIP  
Arrogance  
Rock star  
UV protection**

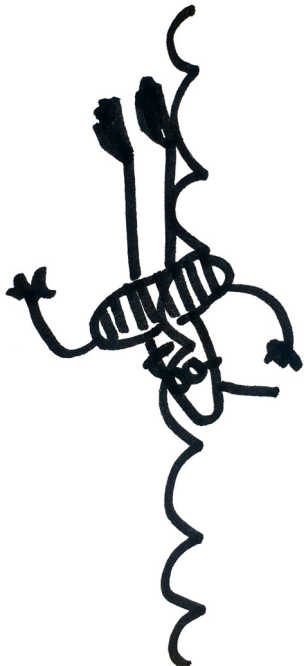


**Man w. hat  
Important  
Old school  
Investor  
Stakeholder  
Dad  
Magician  
Professional  
Consultant**



**Water  
Swim  
Waves  
Drowning  
Fluid  
Currents**





**Run  
Rush  
Busy  
Action  
Sprint  
Hurry  
Energy  
Fitness  
Marathon**



**Parachute  
Fall back  
Safety net  
Unknown  
Thrill  
Landing  
Adrenaline**



# What is this?

This is a deck of cards to help you make strategy more simple and clear using visuals. Each card has a drawing. Organize the cards on a table to show a strategy. Further instructions included inside.

Created by Mathias Jakobsen,  
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