

Project Name	Best DNA Map – Strategic Thinking
Required or optional?	Required
Number of points	2 for each person involved
Due	1 week before next session Presentation at next session

Goal: To gain insight into how to use strategic thinking concept and tools to increase productivity, morale, employee retention, and customer satisfaction.

Objective: For your team to discover and map the Best DNA of your company.

- 1) Interview representatives of each major stakeholder group.
 - a) List their top 3 goals and the top 5 things that your company does to help them meet their goals.
 - b) Show the class's idea of the Best DNA to them & gather feedforward from them on how to make it even better.
 - c) Stakeholder groups need to include:
 - Owners:
 - Chairman
 - A member(s) of the Board of Directors
 - CEO
 - Users:
 - Direct customers
 - Anyone else between direct customers and end users
 - End users themselves
 - Producers: Each function at your company
 - Suppliers:
 - Vendors (at least five) (represent both product and services)
 - At least five others whose information or resources your company requires.

- Enforcers: What are the three most critical topics of legal compliance that your company has to adhere to? What are the five things currently being done to ensure that your company is in alignment with these laws?
- 2) Create a company Best DNA flow chart that has the following:
- a. All of the groups listed above
 - b. Arrows between role to show the direction of the value chain
 - c. Presentation requirements:
 - The big flow chart can be on poster board, flipchart paper or PowerPoint (or some other graphic format that the whole class can easily read). The supporting information should be on PowerPoint.
 - Each team member must present about a piece that they don't usually touch (e.g., a sales person talking about the SEC, or IT talking about a customer).
 - d. The entire presentation must be ten-fifteen minutes in length. It must include
 - In a few short lines: Your sense of the Best DNA of your company
 - The Best DNA of each group on your flow chart, including:
 - i. In one sentence or less: the Core Purpose of why that group exists as part of the system.
 - ii. In simple bullet points: The top two to three core Principles the people in this group must live by to be great at their function
 - iii. In simple bullet points: The top two to three Strengths that the collective group must possess for this function to succeed.
 - iv. In simple bullet points: The top two to three things that the collective group must be Passionate about for this function to succeed.
 - v. In one sentence or less: the Value this group adds to your company.
 - e. Matchbox Group must understand what you are talking about