

Go through **each principle and spend 5 to 10 minutes discussing it as a team.**
You can use the templates below to make sure you get to the matter of it. Fill out one card per principle.

_____

PRINCIPLE: _____

NOTES
Discuss *Team-to-do's* and *Conversation Starters*. Write down what resonates.

RELEVANCE FOR OUR BUSINESS
What are we already doing in this area? What about the rest of the industry?

OPPORTUNITIES
Where do we see opportunities? What assets or current initiatives could we build on?

_____

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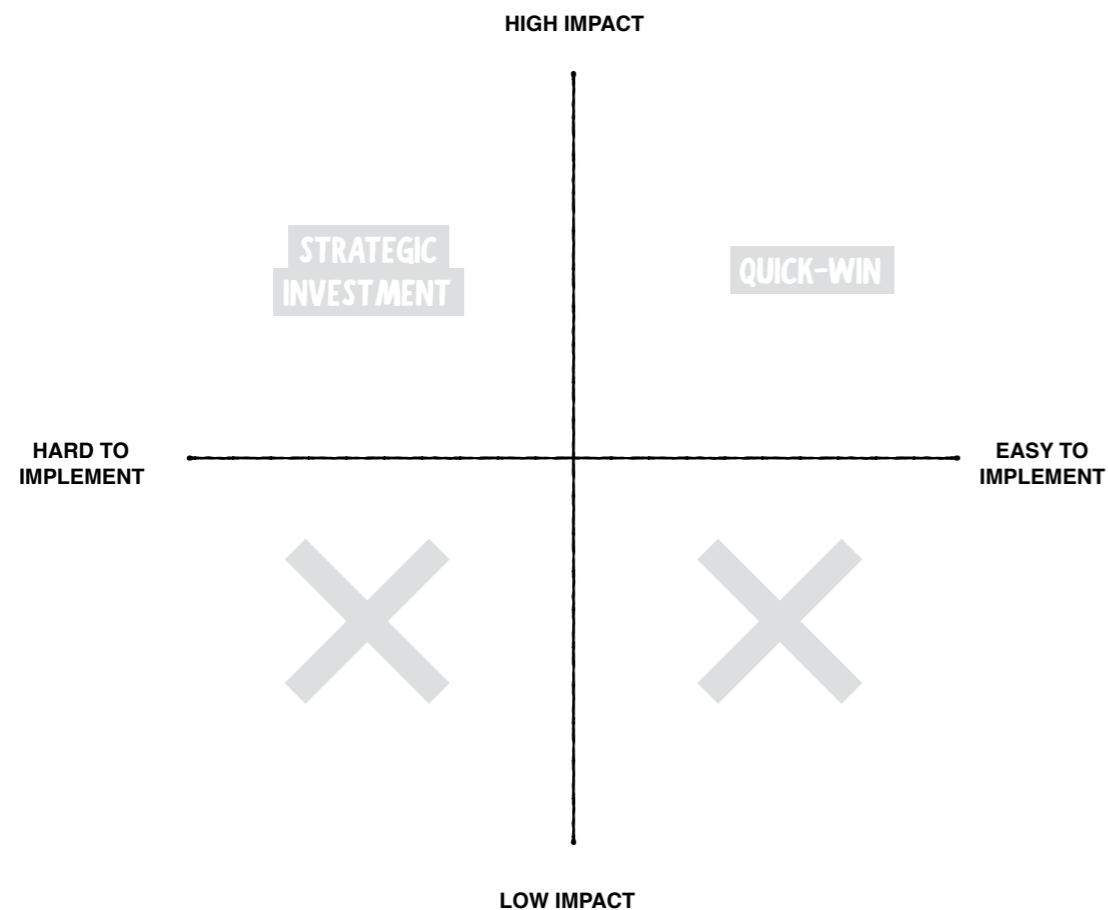
Complete this table. How to rank? **Count: 0 for “not really” or “does not apply” / 1 for “maybe” / 2 for “definitely”**.
 Then, write down on **3 different post-its your top 3 “winners”**. Feel free to add new opportunities you identified.

	Resonated the most with my conviction	Would resonate with our clients	Would resonate with team & talents	Could boost our growth	And the winner is
#1 FIGHT OVERCONSUMPTION					
Service vs Product					
Customization					
Life-long Products					
#2 TURN CIRCULAR					
Recommerce					
Resource Recovery					
Circular Designs					
#3 SOURCE FOR GOOD					
Production Clean up					
Supply Chain for Good					
Responsible Logistics					
#4 BE RADICALLY TRANSPARENT					
Honest Product					
Clear efforts					
Brand Activism					
#5 BUILD COMMUNITY					
Local Ecosystems					
Peer-to-Peer					
Inclusion Wins					
#6 BRING ALL YOUR POWERS					
Earthathon					
Open Collaboration					
Deviated Icons					
#7 BALANCE YOUR BUSINESS					
Purpose in Action					
Green Ops					
Next-Gen Incorporation					

As a team, **compare & discuss “winner post-its”**. Select the ones you converge on or really want to act on. For each of these, **start brainstorming tangible project ideas** and identifying quick-wins or strategic investments. Decide on a **project manager** and **next steps**. Use a different board for each “winning opportunity”.

OPPORTUNITY: _____

Brainstorm potential projects ideas.
Give them a name & place them on the map below.



PRIORITY PROJECTS

Where do we start? List quick-wins & strategic investment project ideas.

TEAM & RESOURCES

Who's in charge? Who should we include in the next steps?

NEXT STEPS

What are immediate next steps? Are there important company dates or milestones we should have in mind?