Agenda For Goal Discussion Meeting

Time
13.00  Introduction
   •  setting the scene
     ◦  background
     ◦  agenda

13.05  Review of background briefing paper
   •  covers: current vision, recent technical development, the competition, industry
trends, demographic trends, company history
     ◦  questions arising - insofar as not covered by subsequent discussion

13.10  Discussion of what constitutes a suitable Goal
13.10  •  statement of key issues to be faced
     ◦  current mission statement
     ◦  industry characteristics and consumer trends
     ◦  likely industry response

13.15  •  statement of key features of Goal
     ◦  continuous improvement in present business
     ◦  entry into new related business to dominate
     ◦  compatibility with history and core beliefs

13.20  •  contribution from each participant in turn
     ◦  executive directors
     ◦  non-executive directors

14.20  •  summing up
     ◦  views expressed

14.30  Break

14.50  A new concept
14.50  •  bones of an idea

15.00  •  how it could be piloted

15.10  •  brainstorm ideas
     ◦  reactions - open discussion

15.40  •  summing up
     ◦  collective view (key concept, modified as necessary)

15.50  On-going strategy project programme
   •  overview of total programme
   •  requirements from Board members

16.00  Close