

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*