



WIG – “Wildly Important Goal”

Use this tool to build strategic initiatives for your organization

INSTRUCTIONS: Identify the current reality surrounding your goal (include failures/opportunities), choose a WIG that is Specific, Measurable, Attainable, Realistic and Time bound. Separate and document key tasks needed to accomplish the goal. Assign actions and stakeholders to each task. Communicate and share with the team.

WIG Action Plan Template					
Current Reality (Observations):					
WIG (Wildly Important Goal):					
	Primary Task 1	Primary Task 2	Primary Task 3	Primary Task 4	Primary Task 5
Action					
Action					
Action					
Action					
Action					