# 2x2 Prioritization Exercise Pre-work

## Part I: Initiative Capture (10 minutes)

Based on your current understanding, please make a list of current company priorities, initiatives, or focus areas. Include current initiatives that you regard as both important and unimportant.

## Part II: Expand and Refine (20 minutes)

In this step, expand your list by adding additional company initiatives that you believe should be included. Use your unique role and perspective in the organization to highlight important new initiatives that others may not see. Use additional space if necessary. Be as specific as possible.

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Bad example: “Higher profits”

Good example: “Reduce Cost of Goods Sold (COGS) by 5% by Q3”