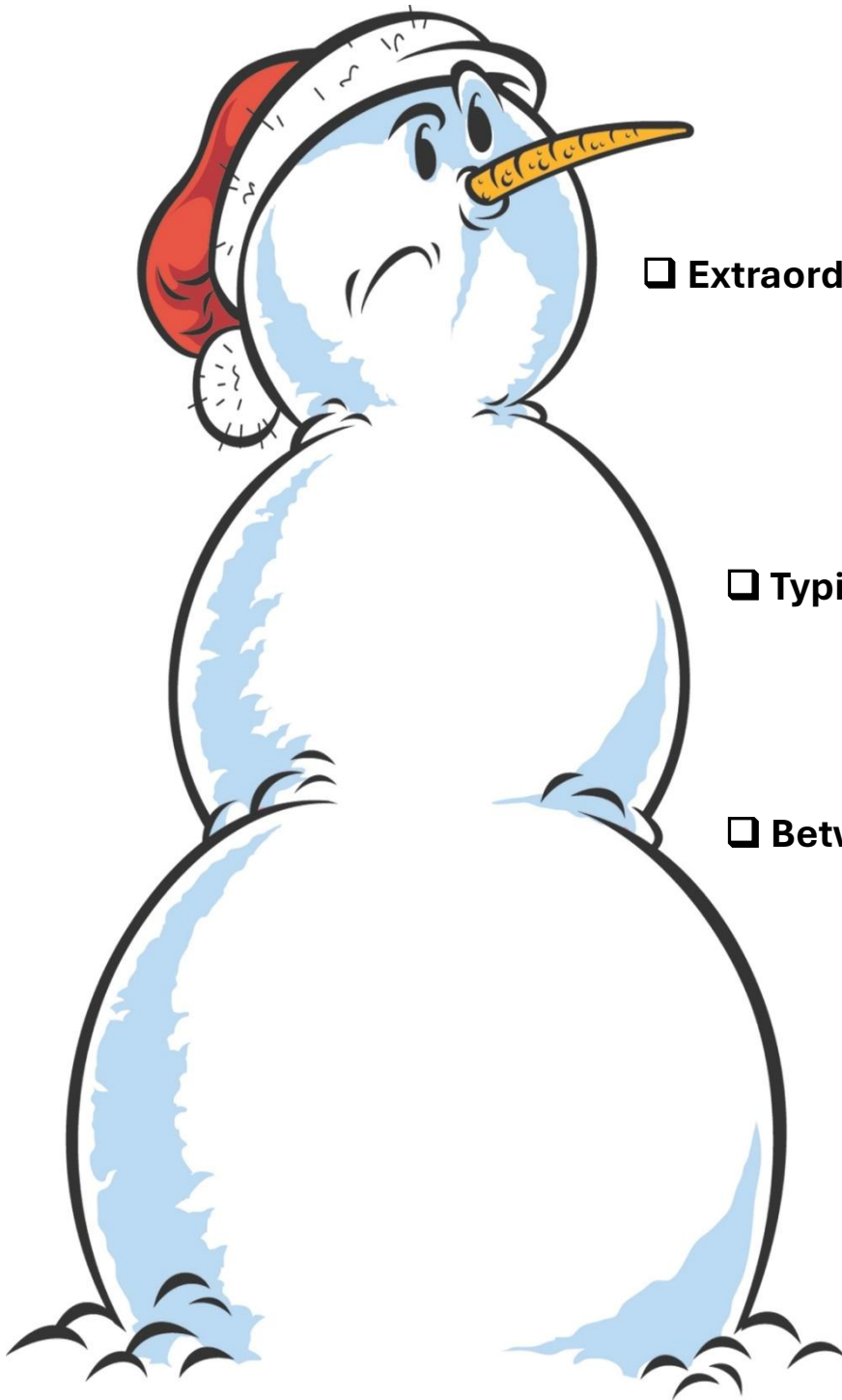


The Snowman Effect Worksheet



☐ Extraordinary Business

☐ Typical Business

☐ Between Typical & Crisis

☐ Crisis Management

Personal Objectives:

- 1. _____ ☐
- 2. _____ ☐
- 3. _____ ☐
- 4. _____ ☐
- 5. _____ ☐

Strategic Objectives:

(what does my company have to produce to meet the personal objectives)

- 1. _____ ☐
- 2. _____ ☐
- 3. _____ ☐
- 4. _____ ☐
- 5. _____ ☐

Tactical Objectives:

(identify the projects or systems that will need to be implemented to meet the strategic objectives)

- 1. _____ ☐
- 2. _____ ☐
- 3. _____ ☐
- 4. _____ ☐
- 5. _____ ☐
- 6. _____ ☐
- 7. _____ ☐
- 8. _____ ☐

Employee, Resource & Vendor Objectives:

(identify the people or things needed to meet the tactical objectives)

- 1. _____ \$ _____ ☐
- 2. _____ \$ _____ ☐
- 3. _____ \$ _____ ☐
- 4. _____ \$ _____ ☐
- 5. _____ \$ _____ ☐
- 6. _____ \$ _____ ☐
- 7. _____ \$ _____ ☐
- 8. _____ \$ _____ ☐