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| **ISSUES** | |
| List the concerns or worries for the Decision Makers | **FINANCIAL** |
|  | What is the value to the organisation? |
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| **OPERATIONAL** | **TRANSITIONAL** |
| What capabilities do we need to meet our goals? | How do we get from where we are to where we want to be? |
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| **MOTIVATORS** |
| What are the objectives that the Decision Makers are trying to achieve |
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| **HOT BUTTONS** |
| List a combination of Motivators and Issues |
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