Exercise 1.F: Direction and Priority Focus Map

Concept Focus: Strategic Direction & Priority Planning

Format: Individual Work using Template

Duration: 20–25 minutes

Task

Creative businesses often face many opportunities but limited time and resources. Without clear direction, it becomes easy to pursue too many projects and lose focus.

This exercise helps you define a **clear directional goal for the next 6–12 months**, identify the most important priorities to achieve it, and intentionally defer less important activities.

Step-by-Step Instructions

Step 1: Define Your Directional Goal (5 minutes)

Write **one directional goal** for your creative business for the next **6–12 months**.

Examples:

- Build a portfolio of brand identity projects for sustainable startups
- Establish a stable client base in the hospitality sector
- Launch a small digital product line related to your craft

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Avoid specific financial targets. Focus on **business direction and positioning**.

Step 2: Apply the SMART Framework (5–7 minutes)

Evaluate your goal using the **SMART criteria**.

Criteria	**Question**
Specific	Is the goal clearly defined?
Measurable	How will you recognise progress?
Achievable	Is this realistic with your current resources?
Relevant	Does this align with your positioning and UVP?
Time-bound	Can it be achieved within 6–12 months?

Refine your goal if necessary.

Step 3: Identify Your Top Three Priorities (5–7 minutes)

List **three priorities** that directly support your directional goal.

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For each priority, evaluate it using the three criteria:

Priority	Strategic Relevance	Impact	Feasibility

Only keep priorities that satisfy **all three criteria**.

Step 4: Create Your Deferment List (5–6 minutes)

Write **3–5 activities or opportunities you are intentionally NOT pursuing** during this cycle.

Examples:

- Launching a large new product line
- Expanding into a different industry niche

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- Developing a new website before validating services

For each item, briefly explain why it is being deferred.

Example reasons:

- Not yet feasible
- Not aligned with current positioning
- Requires skills or resources not yet available

Let's Reflect

- Which priority will have the greatest impact on your business direction?
- What opportunities are you consciously choosing to defer?
- How will your directional goal guide your decision-making over the next year?

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