The **TARGET** Model

START

TARGET

- **T**ear down preconceptions
- **A**ssemble a comprehensive set of ideas
- **R**eflect and refine theories
- **G**ather specific resources
- **E**ngage solutions
- **T**est new findings
- Hit your mark? Move to ALPHA. If not, repeat TARGET.

Applying the TARGET Model

EXAMPLE: Exploring the Transition to a Remote Workforce

Tear down preconceptions

- What assumptions (positive or negative) have we made about remote working/workers?
- Is there research that would contradict some of our assumptions?
- Are there competitors that have a remote workforce (or that tried it and failed)?

Assemble a comprehensive set of ideas (divergent thinking)

- What would we do if all our workspaces were closed and we had to be 100% remote?
- What benefits could we brainstorm for the organization, employees, customers?
- How would current work start, stop, or change? What new opportunities might be created?

Reflect and refine theories

- If this were to fail, what would be the reasons? How do we address those before we start?
- How many ways could we leverage a remote workforce to our advantage?
- How would we prepare people for this change? What would transition look like?

Gather specific resources (convergent thinking)

- If we were to make this transition, what new/different resources would be best for us?
- How could we start working in this new direction? What is our best next step and milestones?
- Who do we know that has done this well (or failed)? What lessons can we learn from them?

Engage solutions

- What should we stop, start, continue as part of implementation?
- Who can we trust to lead this effort? What will they need to be able to implement quickly?
- What risk management, change management & project management plans must be in place?

Test new findings

- How will we know if we are successful? What does good vs. great look like?
- What mechanisms do we need in place to measure effectiveness?
- What modifications could we try that might work better? How will we capture new ideas?

For help implementing the TARGET Model,
contact Converging Solutions at:
Email: info@convergingsolutions.com
Phone: +1.612.460.7622

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