

The Strategic Stop List

Powered by The Centered CEO

Inner Clarity for Strategic Impact

As a former CEO and Board Advisor, I leverage three decades of experience to guide leaders using the proprietary Clarity-to-Impact Model. This template is the first step to eliminating organizational complexity and enforcing strategic restraint.

Instructions: Complete the inventory (Section 1), then perform the audit (Section 2) against your single most critical strategic target. This exercise forces the necessary trade-offs for genuine execution speed.

1. Strategic Inventory (The Problem)

List 5–7 of your current major initiatives. Be honest about their current resource allocation and complexity.

Project Name	Resources Allocated (Time/Budget/Talent)	Stated Strategic Goal (Brief)
Project A		
Project B		
Project C		
Project D		
Project E		
Project F		
Project G		



2. The Focused Constraint Audit (The Solution)

Our Single, Non-Negotiable Strategic Target for the Next 12 Months Is:

(Write your single most critical goal here: e.g., Increase Market Share by 5% in X Segment.

Project	Priority Alignment Check Does this project directly serve our Single Target? (Yes or No)	Essential BAU Check Is this project absolutely essential for current Business-as-Usual? (Yes/No)	Verdict: KEEP, DELEGATE or STOP

Constraint Rule: Any project that scores **No** on **Priority Alignment** and **No** on **Essential BAU** is mandatory for the **STOP List**. It is organizational friction.



3. The Resource Reallocation Mandate (The Action)

True strategic discipline means reallocating the resources you free up. You must visibly re-inject them into the single priority project.

Projects to Stop (From Audit)	Resources Freed Up (Time/Budget/Talent)	Resources Reallocated To (Must be the Single Target)

Ready to Enforce Strategic Constraint?

If completing this template exposed significant strategic friction and an inability to say 'No,' your organization is suffering from **The Strategic Lie of 'Yes'**.

Initiate a **Confidential Strategic Discussion** to explore how the **Clarity-to-Impact Model** can align your focus and drive **Sustainable Impact**.