

Want to achieve a bold goal?

Create a Future-Back Plan

Achieving a bold goal – the transformational results and impact you want to make in this chapter of your leadership – is big and complex. Many coordinated steps must be taken to create the new products, experiences, and ways of working required to reach it.

To clearly articulate those steps, create a Future-Back Plan™: an outcomes-oriented, actionable roadmap designed to chart your path to your bold goal.

By using this Future-Back Plan as the basis for your company, team, or initiative plan, you'll be better able to inspire and align your team to act on the priorities that move you forward fastest to achieve your bold goal and make your mark.

To develop a Future-Back Plan:

Start with your bold goal. Then looking backwards from that bold goal, define where you need to be at points along the path to achieve it. Here's a high-level example:

<i>By end of year 1:</i> Ready for scale	<i>By end of year 3:</i> Reach critical mass	<i>By end of year 5:</i> Achieve bold goal	Bold goal
+ Raised \$3-5B in capital funding for complete buildout + Obtained all necessary regulatory approvals for first 5,000 charging locations + Deployed unified technology platform to drive operations across all locations + Signed partnership agreements with major automakers and retail partners + Built specialized team and culture across all capabilities	+ Operating 60% of charging stations on top 10 major interstates + Secured real-estate locations at remaining 4,000+ planned sites + Developed manufacturing capability to build 2000+ charging station units per year + Negotiated utility contracts in all contiguous 48 states + Reached 75% brand awareness with EV drivers + Established customer loyalty program with 500K+ members	+ Completed reliable, national network: - 15,000+ ultra-fast charging stations - Across all major interstates - Max 50-mile gaps between stations - 10-80% charging in under 15 min - 99.5% uptime across entire network + Delivering sustainable financial performance: - 35%+ market share - Market leading brand - Diversified revenue streams - Profitable growth + Creating industry-leading impact: - Greater driver confidence leading to more EV usage and increased # of new EV drivers	In 5 years, we'll be the first to offer coast-to-coast electric car charging capabilities on all major U.S. highways.



What makes a Future-Back Plan different?

A Future-Back Plan has three defining characteristics:

1 It's future back vs. present forward

In a Future-Back Plan, you work backward from your bold goal to the present day, instead of forecasting forward. This helps you get an honest view of what it'll really take to realize your bold goal.

2 It's a hypothesis

Because your bold goal has never been done before, a Future-Back Plan relies heavily on logic and imagination to lay out your best guess for where you need to be at points along the way.

3 It's designed to adjust as you go

As you progress forward, you'll revisit and re-adjust your Future-Back Plan to stay on track. This built-in agility helps you navigate through uncertainty and respond in real time as you learn and challenges arise.

Future-Back Plans deliver unique benefits:

✓ Transformational results & impact

Drives transformational change across leaders, teams, organizations, and business performance vs. just incremental progress or more of the same.

✓ Breakthrough action

Inspires game-changing action and innovation vs. staying constrained by limited thinking.

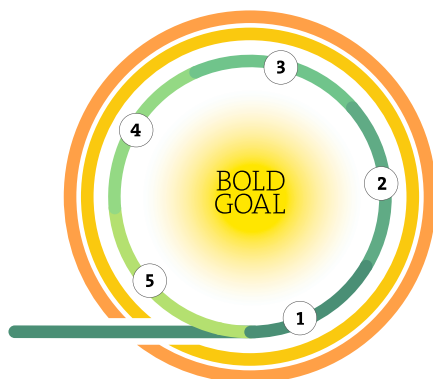
✓ Greater agency

Gives teams greater clarity and confidence to act in the face of uncertainty vs. feeling disempowered by events they can't control.

✓ New ways of working

Creates opportunities for people and teams to work together in new, modern ways vs. being hamstrung by an outdated culture.

Create your Future-Back Plan



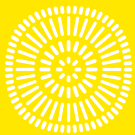
Ready to supercharge your long- and short-term plans? We work with leaders and their teams to define a bold goal and develop your Future-Back Plan — at the company, team, and strategic initiative levels.

Developing a Future-Back Plan is the second of five steps in our Lead Brighter® Leadership System® — a unique, holistic approach to leading designed with everything you need to supercharge you and your team's ability to achieve transformational results and impact.

Want help creating your Future-Back Plan?

Reach out to hello@tournesolllc.com or learn more at leadbrighter.com.





Tournesol is a leadership consulting firm. We partner with CEOs, senior leaders, and their teams to drive transformational results and impact in significant moments of change using a unique, holistic Leadership System® called Lead Brighter®.

If you're looking to achieve bold goals, we can help you:

- + Set vision, create strategy, and develop your plan
- + Align leaders and teams through offsites, summits, town halls, and trainings
- + Identify and prepare teams to execute on key priorities and initiatives
- + Develop practices to accelerate progress against your plan and stay on track to deliver it
- + Create and execute cross-company change initiatives and innovation programs, and more

Connect with us at hello@tournesolllc.com

leadbrighter.com