Develop your Future-Back Plan

Achieving a bold goal — the transformational results and impact you want to make in this chapter of your leadership — is complex, requiring many coordinated steps to create the new products, experiences, and ways of working 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.

Create a Future-Back Plan

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

By end of year 1: **Ready for scale**	By end of year 3: **Reach critical mass**	By end of year 5: **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% **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 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.

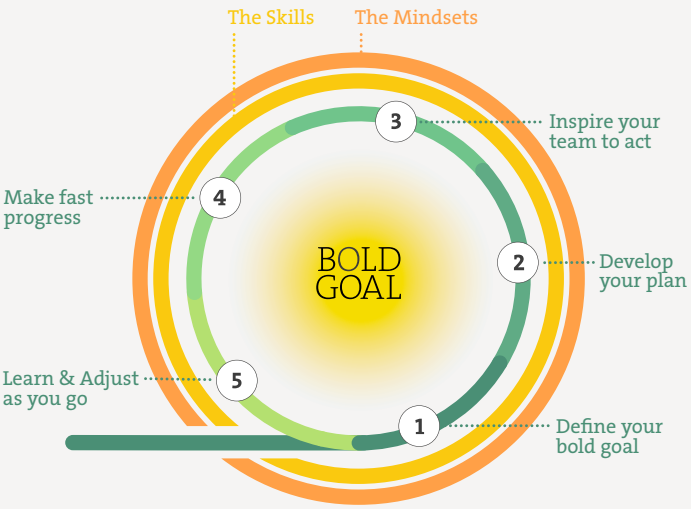
✓ Greater agency

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.

Discover the Lead Brighter Leadership System



Developing your Future-Back Plan is Step 2 of our 5-step Lead Brighter® Leadership System®, a unique, proven approach to leading designed with everything you need to supercharge you and your team's ability to achieve transformational results and impact.

We can help you accelerate your path to achieving your bold goal by working with you to create 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 our unique, proven Lead Brighter® Leadership System®.

We're here to 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, innovation programs, and more

Connect with us at hello@tournesolllc.com

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