



Why we feel overwhelmed...



SUMMIT UNLOK'D
TURNING STRATEGY INTO ACTION

We try to juggle everything
as if every challenge is a priority.

No wonder progress feels slow...



TURNING STRATEGY INTO ACTION



The true meaning of priority:

**“Priority means the one thing,
the only thing, the main thing.”**

–Gary Keller



TURNING STRATEGY INTO ACTION



You can't have a list of
'one things'



TURNING STRATEGY INTO ACTION



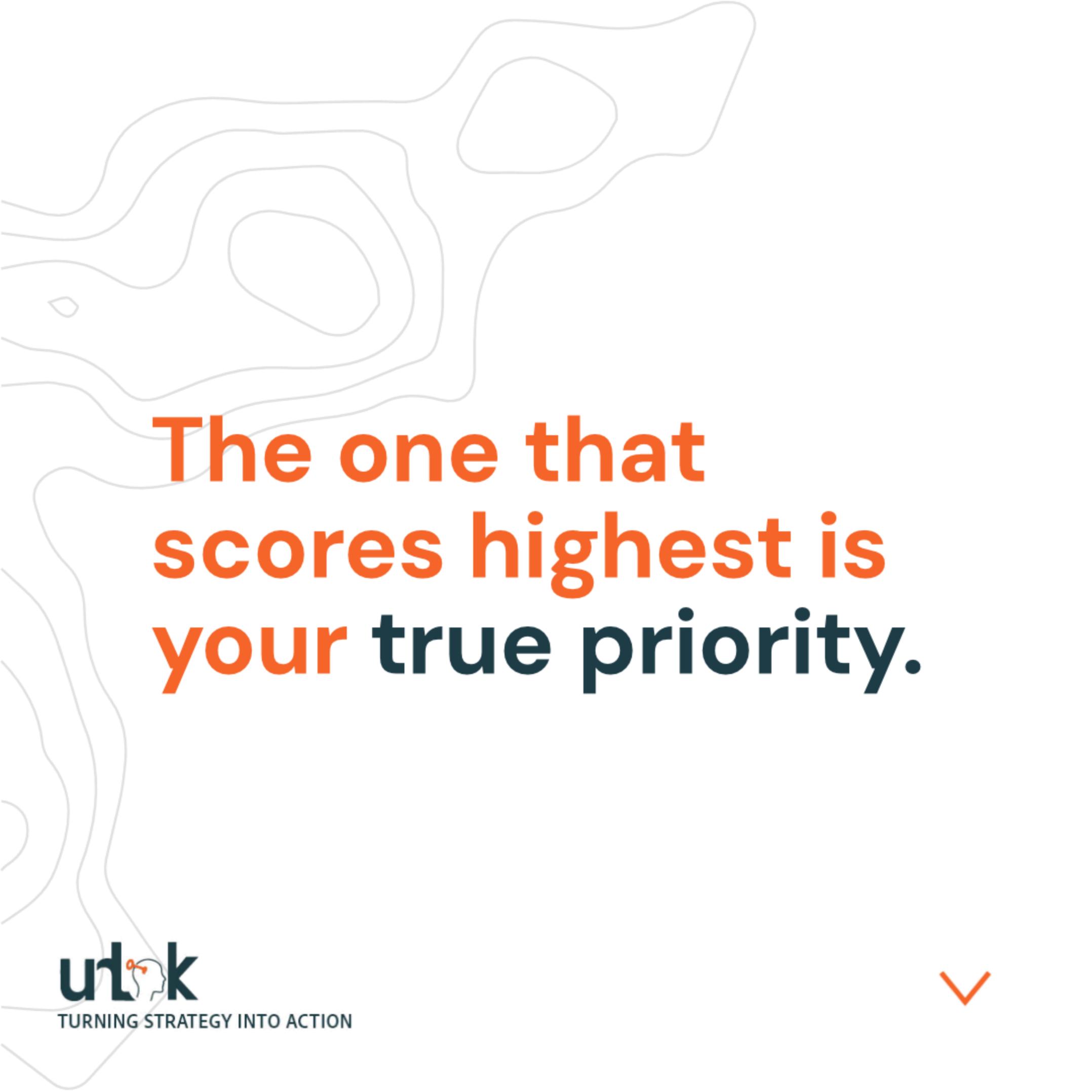
The UNLOCK Strategy Prioritisation Tool

1. List your challenges.
2. Filter through your strategy.
3. Rank by importance & criticality.



TURNING STRATEGY INTO ACTION



A background of a topographic map with light gray contour lines on a white background. The lines are irregular and wavy, representing elevation changes. The map is partially visible on the left side of the frame.

**The one that
scores highest is
your true priority.**



TURNING STRATEGY INTO ACTION



Clarity. Focus. Momentum.

Stop trying to move 10 things an inch.

Start moving the **one** thing a mile.



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Keep scrolling to see my
free UNLOK Strategy
Prioritisation Tool.



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How to Use the Unlok Strategy Prioritisation Grid

This tool is designed to help you identify the One Priority that will unlock the biggest impact in your firm-and just as importantly, what can wait.

Step 1: List Your Strategic Challenges

Choose up to five key objectives or challenges-things that are competing for your focus right now. (Examples: improving NPS, hiring key talent, adopting new systems, pricing strategy, etc.)

Step 2: Round One – Gut Feel Analysis

Score each challenge using your instinct (1=LOW; 10=HIGH)-don't plot the challenges yet:

- Importance (X-axis): How valuable is this to your firm's growth or success?
- Criticality (Y-axis): How urgent is it-what are the consequences of not acting?

Then classify each item into one of these **categories**:

- TOP – The One Priority (high importance, high criticality)-Focus here first
- CLI – Critical but Less Important (urgent but not strategic)-Monitor and delegate this
- ILC – Important but Less Critical (valuable but can wait)-Plan and schedule to do this
- LIC – Low Importance and Criticality (defer, minimise, or ignore)-Defer or ignore this

Step 3: Round Two – Reflect and Re-Score

Revisit your scores and classifications after deeper reflection or discussion with your team. Ask:

- Is this challenge as urgent as I thought?
- What's the cost of delaying this?
- Could this be delegated or revisited later?

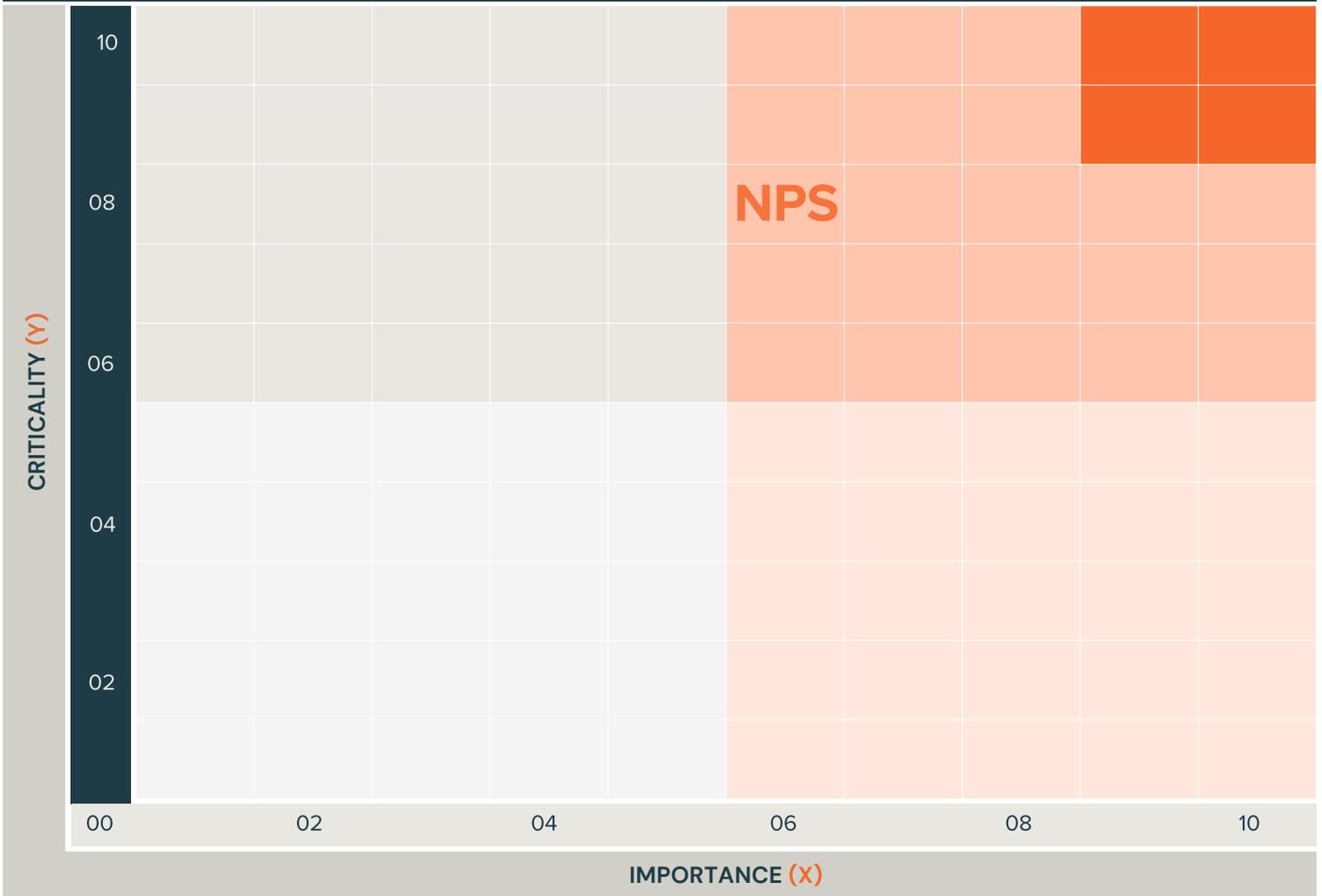
Update your scores and categories if needed.

Step 4: Plot It on the Grid

Using your updated scores, now plot each challenge on the grid. This will reveal:

- Your One Priority
- What can be delegated or monitored
- What to plan and schedule next
- What to defer or ignore

This isn't just about planning. It's about cutting through the noise, finding **clarity**, and **making decisions** that move the needle.



- **The One Priority:** Do this one thing first
- **Next Important and Critical** challenge/s to rank for “Top” status
- **Important, but Less Critical:** Valuable but not urgent-plan and schedule to re-analyse as potential “Important and Critical challenge/s”
- **Critical, but Less Important:** Urgent but not strategic - consider/discuss, delegate and monitor
- **Low Importance and Criticality:** Adds little value/ distractions-defer, minimise, or ignore

LIST YOUR CHALLENGES (A-E)

PRACTICE CHALLENGE	FIRST ROUND ANALYSIS (GUT FEEL)		SECOND ROUND ANALYSIS (UPON REFLECTION)	
	(x)	(y)	(x)	(y)
<i>e.g. Low Nett Promoter Score (NPS)</i>	(x) 6	(y) 6	(x) 6	(y) 6
A	(x)	(y)	(x)	(y)
B	(x)	(y)	(x)	(y)
C	(x)	(y)	(x)	(y)
D	(x)	(y)	(x)	(y)
E	(x)	(y)	(x)	(y)

TOP = The One Priority (*Most Important & Most Critical-focus here first*)

CLI = Critical but Less Important (*Monitor or Delegate*)

ILC = Important but Less Critical (*Plan and Schedule*)

LIC = Low Importance & Criticality (*Defer or Ignore*)

Instruction: List challenges A-E, rank each with TOP/CLI/ILC/LIC In Round 1 (gut feel), then refine In Round 2 (reflection). Finally, plot A-E on the grid to visualise your one priority.