

Strategic Choice Day

Facilitator's Guide



OVERVIEW

This guide will help you lead your team through the Strategic Choice process using the Spin Launcher methodology. The objective is to adopt the reductive mindset—making the pile smaller by cutting, stripping away, and letting go of misguided effort.

Format: Full-day session (9:00 AM - 4:00 PM with lunch break)

Recommended Follow-up: Monthly individual reductive trims (1 hour) and quarterly team trims (3 hours)

MATERIALS NEEDED

- Post-it notes and Sharpies for all participants
- Two whiteboards:
 1. **Reductive Wins Board** - for documenting successful cuts with the owner and the deadline
 2. **Can/Can't Control Board** - split into two sections





THE SPIN LAUNCHER: 5-STEP PROCESS

The Spin Launcher is your reductive journey through five distinct phases. Each step builds momentum toward liberating your team's capacity for high-value work.

STEP 1: GENERATE

This is where you unlock your team's permission to talk about what they wish they could stop doing. Once you give people this freedom, ideas will flow abundantly. Give everyone Post-its and Sharpies.

Use this prompt:

"I wish we could stop _____" Have participants write one idea per Post-it and place them on the table.

Additional prompts to keep ideas flowing:

Battle Rhythm Review: Where can daily move to weekly? Weekly to monthly? Monthly to quarterly?

Seasonal Sweep: Go through the calendar month by month - what overwhelming projects appear?

Tuna vs. Krill: Look for both big cuts (cancel major projects) and small cuts (shave 5 minutes off meetings)

Subtask Reduction: Instead of cutting entire projects, remove components within them

STEP 2: SEPARATE

The many things you can't control can become a spectacular rationalization for ignoring the things you can. By separating items into two piles, you contain the frustrations and focus energy where you have influence.

Sort Post-its into two categories:

Can Control - Things your team has the power to change

Can't Control - Things outside your influence

Place "Can't Control" items on the designated whiteboard section. Focus energy on "Can Control" items.





STEP 3: EVALUATE

This is where it gets a little grueling. You'll debate each item—should we let it go, keep it, or shrink it? The key lens is determining what creates the most value for your mission.

Review the “Can Control” Post-its using these lenses:

The R's vs. P's Framework:

High-Value Rs: Revenue, Reputation, Reward, Readiness

Low-Value Ps: Panicking, Pandering, Procedure, Padding

STEP 4: ELIMINATE

You must step over the line from conversation to action. Without this intentional phase, people will continue talking indefinitely without making actual cuts.

Move from discussion to action. Someone must say “**I suggest**” or “**I propose**” to transition into actual elimination.

Move confirmed cuts to the **Reductive Wins Board** with a clear owner and deadline.

STEP 5: LIBERATE

This is the ultimate goal—taking every spark of your team's talent and energy and ensuring it fires on valuable, important work instead of waste.

Celebrate the capacity you've freed up for your team to focus on high-value work.



FOLLOW-UP & MAINTENANCE



Many people think reductive work will be like plastic surgery—cut once and everything stays beautiful forever. The reality is different, and this is crucial for sustaining your gains.

Share the Haircut Analogy: This work requires regular maintenance, it's not one-time plastic surgery.

Schedule:

Individual Reductive Trims: 1 hour monthly for each team member

Team Reductive Trims: 3 hours quarterly for the whole team

EXECUTIVE MAINTENANCE BEHAVIORS

These behaviors will help you maintain the reductive gains between formal sessions and prevent your team from becoming overloaded again.

Buy a Big Freezer: Don't immediately share every new idea with your team. Put ideas "in the freezer" until the right time.

Share Your Don't-Do List: Publicly post what you're committing NOT to start, this creates accountability.

Consider a Year of No New Things: Focus on improving existing initiatives before adding anything new.





REMEMBER

- We are not infinite, but the work is
- Sometimes you have to drop gold to get where you're going
- Focus on mission proximity—how close is this task to why we exist?
- Reduction is the ticket to liberating talent and gaining altitude

READY TO GAIN EVEN MORE ALTITUDE?

While this guide gives you the foundation, many organizations achieve faster, more sustainable results with expert facilitation—especially for senior leadership teams, large-scale initiatives, or high-stakes sessions.

The Juliet Funt Group provides:

- Strategic Choice facilitation for senior leadership teams
- Comprehensive diagnostics and organizational assessments
- Post-session working group facilitation to turn ideas into reality
- As well as keynotes, training, and affordable digital learning courses

WE WOULD LOVE TO HEAR FROM YOU!

