

**What are you doing?  
What do you want to be doing?  
How will you make it happen?**



*heurista*  
Creative discovery for complex projects

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# **BHAG**

(pronounced BEE-hag)

"...an audacious 10-to-30-year goal to progress towards an envisioned future."

—Collins and Porras, *Built to Last: Successful Habits of Visionary Companies*

# **Reset to the individual level:**

- Your 1-to-3 year envisioned personal, professional future
- Strategic (rather than tactical)
- Emotionally compelling

# JFK's Moon Challenge:

"This nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to the earth."

# Other examples:

- **SpaceX:** Enable human exploration and settlement of Mars.
- **Ford:** Democratize the automobile.
- **Google:** Organize the world's information and make it universally accessible and useful.
- **Microsoft:** A computer on every desk and in every home.

- This is where we're are going.
- This is why we are going there.
- This is who is going with us.
- This is how we are going to get there.

– *Susan Scott, Fierce Conversations*

- What do I know?
- Who do I know?
- What is the need?
- How will I meet it?

*– paraphrased from John Maeda's  
advice to young entrepreneurs*

# ADRP's BHAG:

ADRP is universally recognized as the authority on donor engagement for the philanthropy profession.



**Your BHAG**

# Brainstorm Questions:

- *How do you explain what you do now to total strangers? To others within your organization? To the new person on your team?*
- *What part of what you do is an uncomfortable fit? You don't like it, you're not good at it, you know it could/should be better done by someone else?*
- *What part of what you do makes you most proud? What do you know you do better than anyone else around you could?*
- *What would you like to be doing more of in the next 12 months?*
- *What would you like to be doing ultimately at the organization where you are now?*
- *What would you like to be doing ultimately... at the pinnacle of your career?*
- *What is the first step you will take to make toward your BHAG?*
- *How will you record your progress?*
- *What will you do about a setback?*
- *How can you collaborate with others – at this meeting, in this region, within ADRP – to maintain momentum?*
- *Are you willing to share your BHAG for the benefit of others? Let's compile our outcomes.*