Review the Priorities for the upcoming Period. Think about what outcome would be considered a success at the end of the Period. Brainstorm 5+ Themes that would drive one or more of the top Priorities to success.

Evaluate Theme ideas.	Define success for the Period.
YES NO	
☐ ☐ Is the Theme clearly connected to the Priority?	
☐ ☐ Does the Theme have context in all employees' minds?	
☐ ☐ Can everyone participate in the Theme?	
☐ ☐ Is the Theme memorable, fun, and/or inspiring?	
☐ ☐ Does the Theme have an emotional connection?	
☐ ☐ Will the Theme and its actions drive success?	

Theme Leader (Team Name) Team who will review last period's Theme and develop this Theme.	Period (Roll-out Date)

Theme Description Define the organization-wide mission.	Theme Visual Illustrate the theme.

Define Theme Reward How will we celebrate the successful execution of the Theme?