

**Breaking the systems barrier**

Planning your dream, strategically

Manual system \*

# GOALS

**Ripose Pty Limited**

**Ripose**

(ABN 94 001 545 688)

\* For information on the full interactive multi-user software or the internet version of this form, refer to the last page

## **Acknowledgments**

Thanks to the Management and staff of the Marrickville CES for their assistance in compiling this document.

## **Introduction**

Every person has dreams/ideas/wishes. Whether its intent is for a business, community, social, family or personal nature depends on the individual.

Very few have the wherewithal to turn it into a reality.

To turn a dream/idea into a reality, the dreamer/entrepreneur must be prepared to spend physical resources (time, money, people), to develop a business plan (formal or informal), before testing whether or not the dream/idea will 'make it'.

The purpose of this offering is to provide you, the dreamer/entrepreneur, with Step 0 (a pre or strategic planning approach) which will save your limited resources prior to committing yourself.

## **How to use**

1. Write out your dream/purpose in the space provided (see page 7)
2. Examine the section covering the failure factors and decide as to whether your dream/purpose will cause you or others to experience any of the listed hardships. If so, describe these hardships and frailties in as few words as possible (no more than 7±2 lines)
3. If you have described any hardship, then perhaps now is the time to reflect on them and reconsider the value of your dream.
4. Examine the section covering the success factors and decide as to whether your dream/purpose will cause you or others to experience any of the listed benefits and values. If so, describe these benefits and values in as few words as possible (no more than 7±2 lines)
5. Use the form on page 5 or 6 to rate the effectiveness of your dream/purpose. It may be necessary to seek assistance from an experienced facilitator/life coach

## **Your next step**

If you have rated your dream/purpose with a survival factor of less than 51% then you may wish to reconsider your ranking and/or your dream/purpose. The chances of your dream becoming a reality are remote.

If you have rated your dream/purpose with a survival factor of greater than 50% then you may wish to add more detail to it. Should this be the case then please return the completed form using one of the following methods:

- Photocopy pages 4, 5 and 7 and mail to your agent (see page 8)
- Scan pages 4, 5 and 7 and e-mail the attached pages to [charles.richter@ripose.com](mailto:charles.richter@ripose.com)

## **Our next step**

We will contact you via e-mail or post to advise you of the next step, or see page 8 for further details.

Thank you for your time and patience.

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## Failure factors – hardships and frailties

These represent the exact opposite of the components that aid Survival. These elements reduce the organism's survival potential.

<b>Succumb</b>	Accede; Collapse; Concede; Die; Fail; Give in; Give way; Pass away; Relent; Submit; Surrender; Worsen; Yield
• Disorder	To be in a state of disarray, unhealthy
• Poverty	To be in a state of distress, insolvency
• Ignorance	To be without knowledge or experience
• Devalue	To be without love and/or compassion

Typical synonyms for the above and their frailties are as follows:

<b>Disorder</b>	Affliction; Ailment; Clutter; Confusion; Derangement; Disarray; Disease; Disorganisation; Disturbance; Illness; Indisposition; Irregularity; Malady
• Strike	Boycott; Oppose; Picket; Quit; Resist; Stop
• Destitute	Distressed; Doleful; Forlorn; Heartbroken; Miserable; Uncomfortable; Uneasy
• Withhold	Disallow; Disclaim; Disown; Keep back; Refuse
<b>Poverty</b>	Barrenness; Deficiency; Indigence; Insolvency; Penury; Scarcity; Shortage
• Loss	Damage; Deprivation; Destruction; Havoc; Ruin
• Isolation	Concealment; Privacy; Seclusion; Secrecy
• Commonplace	General; Mundane; Ordinary; Undistinguished
<b>Ignorance</b>	Dullness; Feeble-mindedness; Idiocy; Simple-mindedness; Sluggishness
• Withdrawn	Absent; Aloof; Reclusive; Solitary
• Reactive	Backward looking; Desist; Stop
• Inefficiency	Clumsy. Incompetent; Inept; Unskilled
<b>Devalue</b>	Contempt; Decrease; Depreciate; Diminish; Reduce
• Malevolence	Hate; Ill will; Malice; Rancor; Spite
• Nondescript	Banal; Colourless; Dull

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## Success factors – benefits and values

The highest objective of all entities is:

**Survival:** Durability; Endurance; Immunity; Lasting; Staying alive; Subsistence; Viable.

The highest possible objective of human kind is its:

**Purpose** Aim; Design; Determination; Direction; Expectation; Prospect





- Health To be Robust
  
- Wealth To have Prosperity
  
- Wisdom To be Perceptive
  
- Love To have Esteem

Typical synonyms for the above and their values are:

- Robust** Fitness; Soundness; Stamina; Tone; Well-being; Wholeness
- Productive Creative; Developmental; Fertile; Fruitful; Generative; Progressive; Prolific; Value-added
- Resourceful Capable; Ingenious; Receive; Take
- Distribution Channels; Delivery; Dispersion; Give; Sent; Transport
- Prosperity** Abundance; Affluence; Assets; Fortune; Profusion; Riches
- Profitability Beneficial; Dividend; Exchange values; Interest; In the black; Pecuniary gain; Proceeds; Remunerative; Revenue; Surplus; Useful
- Marketing Audience; Client; Customer; Interest group; Members; Parishioners; Patrons; Supporters.
- Uniqueness Competitive edge; Rare; Singular; Unusual
- Perceptive** Common sense; Discretion; Knowledge; Prudence; Sagacity; Understanding
- Communication Esprit de corps; Exchange of ideas; Impart knowledge; Inform; Interchange; Make known; Think tank; Thoughts; Transmission
- Planning Logic; Methods; Model; Procedure; Scheme; Structure
- Technology Appliances; Methodology; Objects of production; Raw materials; Tools
- Esteem** Affection; Ardor; Attachment; Cherish; Commitment; Fondness; Passion
- Benevolence Conscious of relations; Goodwill; Human relations; Respect for beings
- Quality Character; Essence; Intrinsic value; Native excellence

**Referee's sheet**

Serial Number: \_\_\_\_\_

MISSION	CSF	MISSION	CSF																				
<b>ROBUST HEALTH</b>  	/10 <b>PRODUCTIVITY</b> <table border="1"> <tr><td>NEED</td><td>1</td><td>2</td><td>3</td><td>4</td></tr> <tr><td>WANT</td><td>1</td><td>2</td><td>3</td><td></td></tr> </table>	NEED	1	2	3	4	WANT	1	2	3		<b>PROSPEROUS WEALTH</b>  	/10 <b>PROFITABLE</b> <table border="1"> <tr><td>NEED</td><td>1</td><td>2</td><td>3</td><td>4</td></tr> <tr><td>WANT</td><td>1</td><td>2</td><td>3</td><td></td></tr> </table>	NEED	1	2	3	4	WANT	1	2	3	
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<b>DISTRIBUTION</b> <table border="1"> <tr><td>NEED</td><td>1</td><td>2</td><td>3</td><td>4</td></tr> <tr><td>WANT</td><td>1</td><td>2</td><td>3</td><td></td></tr> </table>	NEED	1	2	3	4	WANT	1	2	3		<b>UNIQUE</b> <table border="1"> <tr><td>NEED</td><td>1</td><td>2</td><td>3</td><td>4</td></tr> <tr><td>WANT</td><td>1</td><td>2</td><td>3</td><td></td></tr> </table>	NEED	1	2	3	4	WANT	1	2	3			
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<b>PERCEPTIVE WISDOM</b>  	/10 <b>COMMUNICATION</b> <table border="1"> <tr><td>NEED</td><td>1</td><td>2</td><td>3</td><td>4</td></tr> <tr><td>WANT</td><td>1</td><td>2</td><td>3</td><td></td></tr> </table>	NEED	1	2	3	4	WANT	1	2	3		<b>ESTEEM LOVE</b>  	/10 <b>BENEVOLENCE</b>  <table border="1"> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> </table>	1	2	3	4	5					
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<b>TECHNOLOGY</b> <table border="1"> <tr><td>NEED</td><td>1</td><td>2</td><td>3</td><td>4</td></tr> <tr><td>WANT</td><td>1</td><td>2</td><td>3</td><td></td></tr> </table>	NEED	1	2	3	4	WANT	1	2	3														
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(CSF - Critical Success Factor - A vital issue which leads to a positive achievement)

TOTAL SCORE: \_\_\_\_\_ /40

1. Taking each Mission Statement (in a clockwise direction), select a single CSF which is the NEED, the other two becomes a WANT (with the exception of LOVE). Rank each CSF according to the legend below. Each score is out of 10.
2. Add the scores together and enter them as a TOTAL SCORE ( /40)
3. For each CSF, ask the following question:  
 Q: Given the above Purpose, how high is the level of (enter the name of the CSF) in the target organisation right now?

Legend: Need = 4 points Want = 3 points (Only 1 Need per Mission Statement)

5

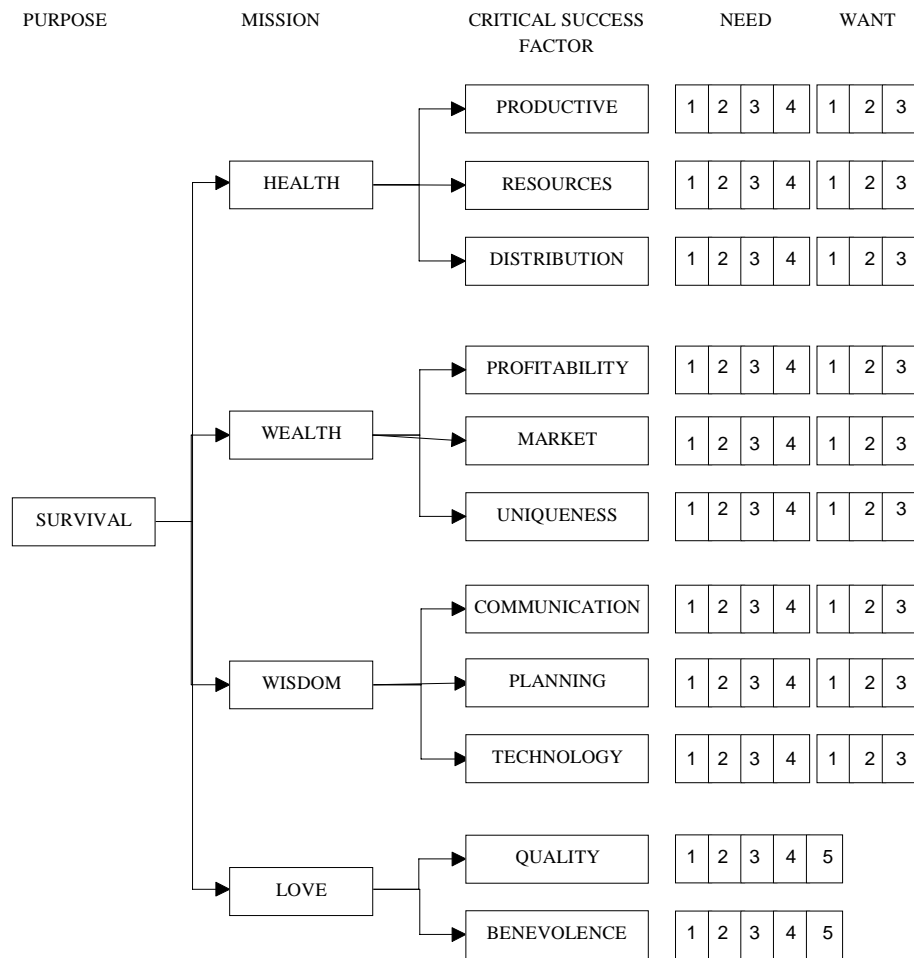
Degree - high = good low = bad

**Be honest with yourself when allocating marks!**

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**Referee's sheet (alternative)**

Serial Number:



(CSF - Critical Success Factor - A vital issue which leads to a positive achievement)

TOTAL SCORE: /40

1. Taking each Mission Statement (in a clockwise direction), select a single CSF which is the NEED, the other two becomes a WANT (with the exception of LOVE). Rank each CSF according to the legend below. Each score is out of 10.
2. Add the scores together and enter them as a TOTAL SCORE ( /40)
3. For each CSF, ask the following question:  
Q: Given the above Purpose, how high is the level of (enter the name of the CSF) in the target organisation right now?

Legend: Need = 4 points Want = 3 points (Only 1 Need per Mission Statement)

Degree - high = good low = bad

**Be honest with yourself when allocating marks!**

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**Dream/Purpose form**

Name:

Date	Time	Score	%

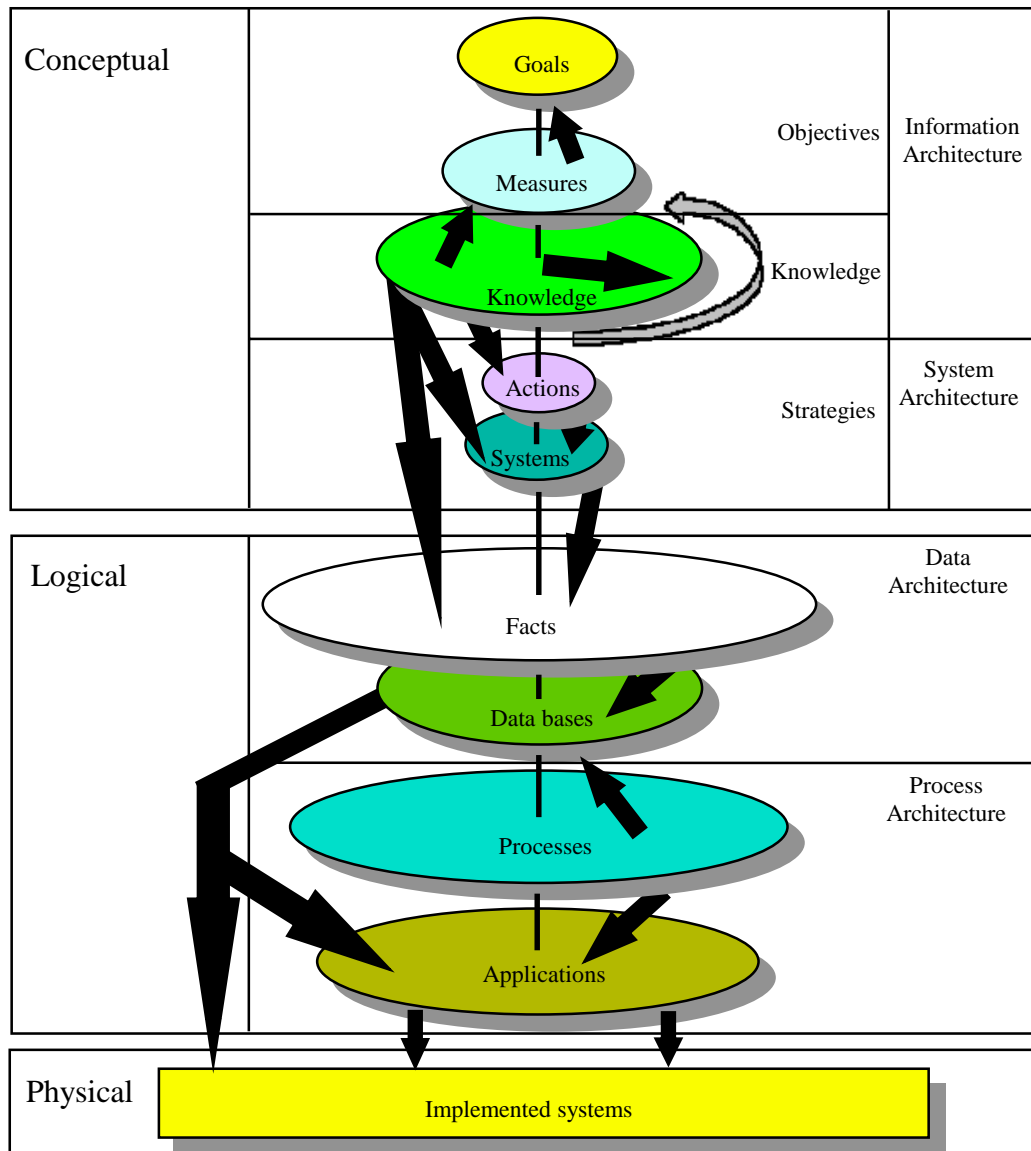
(Enter your dream/purpose statement in 7±2 lines)

Serial Number:

**REMARKS:****INSTRUCTIONS:**

1. The project leader(s) auditing the target organisation must reach agreement on the Purpose and the four Benefit/Mission Statements
2. Referees: They are people asked to rank the critical success factors(CSF)/value statements. They must agree that the definitions are fair and reasonable and that the Purpose Statement is correct
3. Rank each CSF and find the Total Score (eg 21/40)
4. When all ranking is complete, add the totals as a percentage to the Purpose Statement. A score of less than 51% indicates possible non survival for the target organisation
5. The Serial number may be used for security and/or to protect the identity of the referee

## The Ripose Technique



The Ripose Caspar (computer assisted strategic planning and reasoning) engine is the computer software that empowers the Ripose Technique and provides Ripose architects with their competitive advantage.

Caspar can also be regarded as a 'Thought Processor'.

All Ripose Technique objects are recorded in the Caspar's knowledge repository. Quality deliverables are produced from these stored objects each step of the way – <http://www.ripose.com/7StepDeliverables.html>

Caspar provides 4 core strategies and in excess of 12 tactics providing tangible benefits to just about every role performed in an organisation.

ICaspar is the Internet version of Caspar and is freely available at <http://www.ripose.com/iCaspar>

For information about the Ripose Technique see <http://www.ripose.com>

**Agent address:**