

Aligning to Your North Star: Building Roadmaps that Drive Purpose and Prioritization

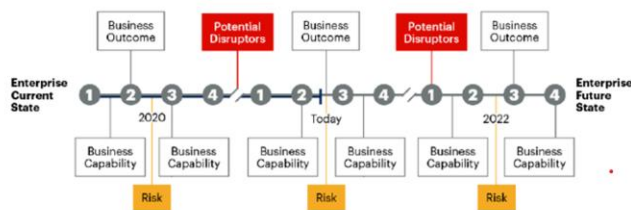
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Abstract: Working with purpose starts by aligning to your North Star – your guiding vision. But turning that vision into action requires tools that connect strategy to execution. Roadmaps and prioritization frameworks, while often challenging to create, can serve as powerful guides. A well-crafted roadmap acts as a blueprint, linking high-level goals to day-to-day work. By applying a scoring rubric to your project inventory, you can prioritize initiatives based on business value and facilitate more strategic conversations about resource allocation. These techniques help answer the critical question: “Why this, and why no?” – ensuring every step moves you closer to your North Star.

Learning objectives:

- Identify the role of a strategic “North Star” in aligning project work with organizational purpose.
- Develop effective roadmaps that translate high-level strategy into actionable project plans
- Apply prioritization rubrics to evaluate project initiatives and support informed resource allocation decisions

Gartner-Recommended Roadmaps



"Create Roadmaps That Support Decision Making and Communicate Strategy Effectively", Gartner, ID G00407247, June 2021

Priority Categories & Key Questions



Sample of Prioritized Work



Category A Critical Programs	Category B Director Initiatives	Category C Everything Else – Department Initiatives	Category D Consideration to Defer
1: Secure environment 2: Wireless upgrade 3: Endpoint security 4: Classified program 5: Security 6: Mobile program	1: Enterprise Planning 2: Intranet replacement 3: HR open enrollment 4: Lab improvements 5: Reservation system 6: Finance in the cloud	1: Network Analysis 2: Network assessment 3: Travel tracking update 4: Search upgrades 5: Cloud analysis 6: Next gen data study	1: Network Analysis 2: Network assessment 3: Travel tracking update 4: Search upgrades 5: Cloud analysis 6: Next gen data study

Senior leaders may consider these
less important to prioritize

