**Making Remarkable: Remarkability Agenda Matrix**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Specific Aspects Needing Change (List) | Target State | Priority Ranking (1-3) | Address Internally or Externally? | Budget | Timing | Key Team | Key Partners or Stakeholders | Risks or Challenges |
| Purpose | Brand |  |  |  |  |  |  |  |  |  |
|  | Culture and Values |  |  |  |  |  |  |  |  |  |
| People | Board |  |  |  |  |  |  |  |  |  |
|  | Team |  |  |  |  |  |  |  |  |  |
| Platform | Value Proposition |  |  |  |  |  |  |  |  |  |
|  | Strategy and Plans |  |  |  |  |  |  |  |  |  |
|  | Digital and Technology |  |  |  |  |  |  |  |  |  |
|  | Finances |  |  |  |  |  |  |  |  |  |