



**PRESIDIO**  
SCHOOL OF MANAGEMENT

## **Presidio Sustainable Management Executive Program**

### **Sustainable Management Capstone Project Action Plan –**

# **What's Your Big Idea?**

## **Pre-Class Assignment – Your Challenge/question**

Throughout the Program, you will be working on developing a “big idea” and addressing the significant challenge, question, issue, threat, problem or opportunity involving the practice of Sustainable Management you and your organization is facing – in meeting a market/society need and upon which you can have a personal impact.

You will apply new thinking and tools acquired during the Presidio Executive Program to your challenge/question/issue to develop an actionable Sustainable Management Capstone Project. (Entrees in your Presidio *PathFinder* Journal will help aid in your Inquiry - we will discuss this fully at the first Residency.)

Please take time prior to the start of Program to answer the following questions and bring this work with you to the first Residency for submission and possible discussion:

### **YOUR QUESTION, DILEMMA OR CHALLENGE:**

#### **Pre-Work:**

1. What is the market/society need, problem, issue or opportunity – your project – your “big idea” will address/solve/meet? (Why is it important? To whom? What is at stake?)
2. As you move forward, what are the Challenges - questions, barriers, obstacles, concerns, doubts, problems, etc. - you face in meeting the need.

3. What is your baseline answer – ideas, strategies - now? (Hint: Write quickly your best guess, hunch, or thoughts.)
  
4. What are your organization and personal values – and the values of the market - beliefs, goals, etc. and how are they impacting and driving your Capstone and your Challenge/question and your answer?
  
  
5. Based on your answer, what action will you take? What action are you taking now?

**To encourage full participation and to protect confidences , all participants will be asked to sign a Non-disclosure Statement. We look forward to your participation!**