



The OneGoal Guide



Purpose: Define your single, inspiring AI transformation destination that mobilizes your entire organization.

"Think of your OneGoal as the distant harbor your ship is sailing toward. It's not just any port – it's a destination that justifies the risk of the voyage."

✓ OneGoal Quality Checklist

A well-crafted OneGoal meets ALL of these criteria:

- ☐ **Singular** – One inspiring destination, not five competing ports
- ☐ **Concrete** – People can actually visualize what success looks like
- ☐ **Ambitious** – Stretches beyond incremental improvement into new territory
- ☐ **Meaningful** – Connects to what people actually care about
- ☐ **Time-bound** – Has a clear target date on the calendar
- ☐ **Achievable** – Within your power to reach if you navigate skillfully
- ☐ **Positive** – Something you sail toward with purpose, not flee from in fear
- ☐ **Memorable** – Simple enough that anyone can repeat it



Step 1: Start With Your Diagnosis

Before charting where you're going, understand where you stand.



Current Position Assessment

What did your AI Maturity Assessment reveal (<https://ai.focusfirst.com>) ?

What are your biggest constraints?

What quick wins revealed hidden strengths or opportunities?

Step 2: Engage Your Officers

Begin with 3-5 leaders who understand both the business and transformation challenges.

Key Questions for Alignment

Why does this destination matter?

Why now?

Why is it worth the risk?

Your Core Team

Name	Role	Perspective They Bring

Step 3: Craft Your Vision

The Four Dimensions of Meaning

Your OneGoal should connect to at least one of these:



Impact

How will this change the world, industry, or customers?



Efficiency

How will this make us dramatically better/faster?



Innovation

What new capabilities will we unlock?



Pride

Why will people feel proud to achieve this?



OneGoal Drafting Workshop



Draft Your OneGoal Statement

Use this format as a starting point:

By [DATE], we will [ACHIEVEMENT] so that [IMPACT/MEANING].

Draft 1:

Draft 2:

Draft 3:

Step 4: Test & Refine

Validation Questions

Ask diverse stakeholders across your organization:

Question	Feedback
Does this inspire you?	
Can you see yourself in this future?	
What's missing?	
What feels hollow or unrealistic?	
Would you tell others about this goal?	

The "Explain It" Test



Can a frontline employee explain this OneGoal to a new hire in under 30 seconds?

If not, simplify.

Try it here:

Final OneGoal Statement



Our OneGoal

Target Date:

Primary Owner:

Executive Sponsor:

Communication Plan

How will you cascade the OneGoal throughout the organization?

Audience	Channel	Message Emphasis	When
Executive Team			
Department Heads			
All Employees			
External (if applicable)			



Key Principles to Remember

- **Orchestrate deliberately** – Know who needs to be involved at each stage
- **Balance inspiration with realism** – Stretch without losing credibility
- **Make it memorable** – If people can't remember it, they can't navigate toward it
- **Create visual clarity** – Simple language and images anyone can understand

| "A vision that only inspires the captain is worthless; you need one that mobilizes the entire crew."

Source: *The Focused AI Captain* by René Esteban, CEO FocusFirst
<https://focusfirst.com/ai-captain>

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