

The Road not Taken

*Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood...*

Robert Frost - <https://www.poetryfoundation.org/poems/44272/the-road-not-taken>

Instructions

Who:

Please write this **together** in your A3 groups - each of you should submit the same document.

What:

The purpose of this exercise is to document the choices that were 'left on the table'. At this point, you have up to 2 executive summaries and pitches presented by the members of your startup, which will not be part of your A3 presentation. I would like this presented as a **formal** 'letter' to the board.

Why:

I would like your group to document the thinking that went into the decisions against using each of the unsuccessful proposals. I would like you to complete the following letter to report this to your fictional board of directors. Such a document would usually be sent in this case by the CEO, so we'll address it as such, but I expect this to be a collective effort by your team.

A template for this letter is on the next page.

— Letter Template —

name that CEO ← Insert your CEO's name here
Charles Cotton 246
Wellington 6012

May 8th, 2024

Board of Directors
XYZ Company ← Insert your team name here
Alan MacDiarmid 415
Wellington 6012

To the Chairman of the Board and my fellow Directors,

a company needs a clear, single focus - especially one in the startup phase as *XYZ* currently is, as such, we have decided to approve the proposal to *do something*. We will present our company vision, plan and roadmap to the board between Monday the 20th of May and Wednesday the 29th of May - the final schedule will be advised shortly.

We had *X* alternative proposals put forward by the executive team - that clearly represent their vision and capability. We as a board should formally acknowledge the effort the team put into preparing these proposals, and I request that the board does so.

The remainder of this letter will document the primary reasons why I decided to not proceed with each of the alternative proposals.

- for each unsuccessful proposal,
 - talk about the risks, opportunities, compliance, or ethics - that comprise your reasoning for not selecting this proposal.
 - Keep it short and simple, the board doesn't have time for complexity.

Note, the CEO is on the board, so set the tone correctly.

Sincerely yours,

name that CEO ← Insert your CEO's name here
Chief Executive Officer
XYZ Company