

# TRIGGER: Better Answers to Better Questions Lead to Intentional Results



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What determines organizational success? Doing everything with intention! Author and organizational consultant, Derrick Strand, takes you through an organizational success model based on a sequence of simple, yet powerful disciplines. With each discipline comes a list of powerful questions that TRIGGER thought provoking discussions within your organization. Strand strongly believes that if you work through the model and engage in open, transparent and honest dialogue; you will be well on your way to becoming an intentional organization. The disciplines of the Design, Align Deliver model are universal and apply to any industry and any size organization. By design, it's meant to be read in one sitting to force a holistic viewpoint on intentionally connecting key organizational components. The book is not a "How To" book but more of an organizational workbook that asks probing, provocative questions. Strand challenges you to find your own answers to these questions because the most successful organizations have the answers inside their walls and in the minds of their people. TRIGGER delivers a framework to extract this information and creates an intentional call to action that the entire organization can own and embrace.