**Imperatives** | **Key Characteristics** | **Implications for My District**
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**Content:** Create a burning platform driven both by financial and strategic necessity  
- Revenue & expense forecasts frame nature/magnitude of challenges  
- Analysis of causes of structural gaps frames reallocation choices stakeholders must make  
- Identification of investment imperatives frame strategy-driven need to make reallocations

**Process:** Move key stakeholders through a process that allows them transparency into situation and ownership of choices and their implications  
- Analysis of current financial situation creates trust in forecast, key assumptions, etc.  
- Stakeholders understand challenges before engaging in solutions

**Context:** Approach design of content and process based on nature and degree of challenge, timing of related processes and understanding of stakeholder influence  
- The reason why the platform is burning is based on the true nature of the challenge  
- Timing of rollout is integrated with key decision-making cycles (budget development, strategic planning, key elections, etc.)  
- Framing of decisions and engagement of stakeholders is deliberate based on understanding of their roles