

*Live Webinar*



**Stuart Easton**  
CEO, TransparentChoice

# WHEN STRATEGY STALLS

A CONVERSATION  
TO REIGNITE MOMENTUM



**Rebecca Reynolds**  
CEO, RRC Inc



**October 9, 2025**  
**11:00 AM ET**

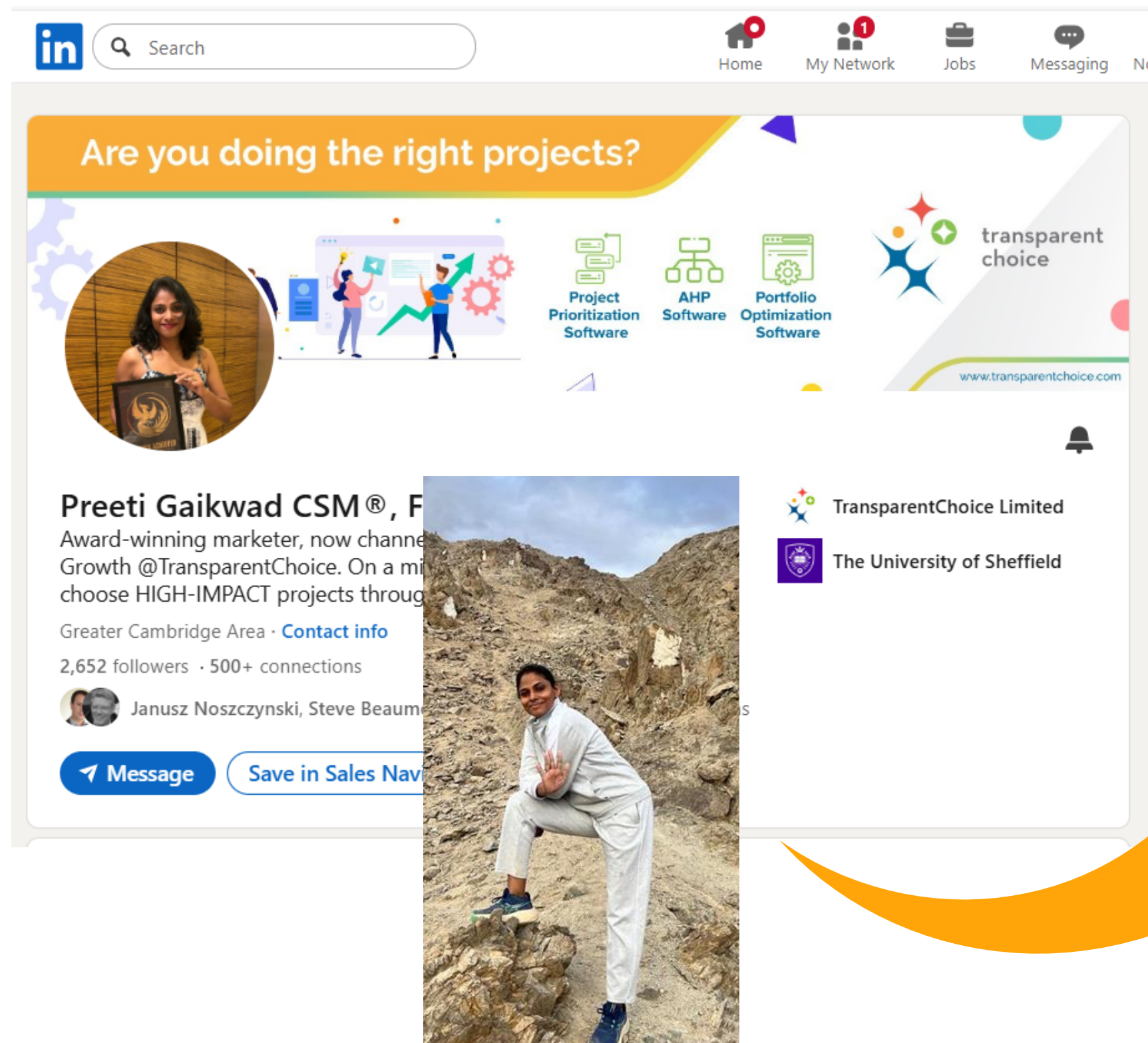
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A little housekeeping...

You will receive email with

- The recording
- Free e-books, videos, blogs, etc.



The image shows a LinkedIn profile for Preeti Gaikwad CSM®, F. The profile header includes the LinkedIn logo, a search bar, and navigation icons for Home, My Network, Jobs, and Messaging. The main banner features the text "Are you doing the right projects?" and a collage of images including a woman holding a trophy, a person at a computer, and icons for "Project Prioritization Software", "AHP Software", and "Portfolio Optimization Software". The profile picture shows a woman holding a trophy. The bio states: "Award-winning marketer, now channel Growth @TransparentChoice. On a mission to choose HIGH-IMPACT projects through". It also mentions "Greater Cambridge Area · Contact info", "2,652 followers · 500+ connections", and lists connections "Janusz Noszczyński, Steve Beaumont". The bottom of the profile shows a "Message" button and a "Save in Sales Navigator" button. A large orange arrow points from the profile picture area towards the email address.

**Preeti Gaikwad CSM®, F**  
Award-winning marketer, now channel Growth @TransparentChoice. On a mission to choose HIGH-IMPACT projects through  
Greater Cambridge Area · [Contact info](#)  
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TransparentChoice Limited  
The University of Sheffield

[preeti@transparentchoice.com](mailto:preeti@transparentchoice.com)





# REBECCA REYNOLDS

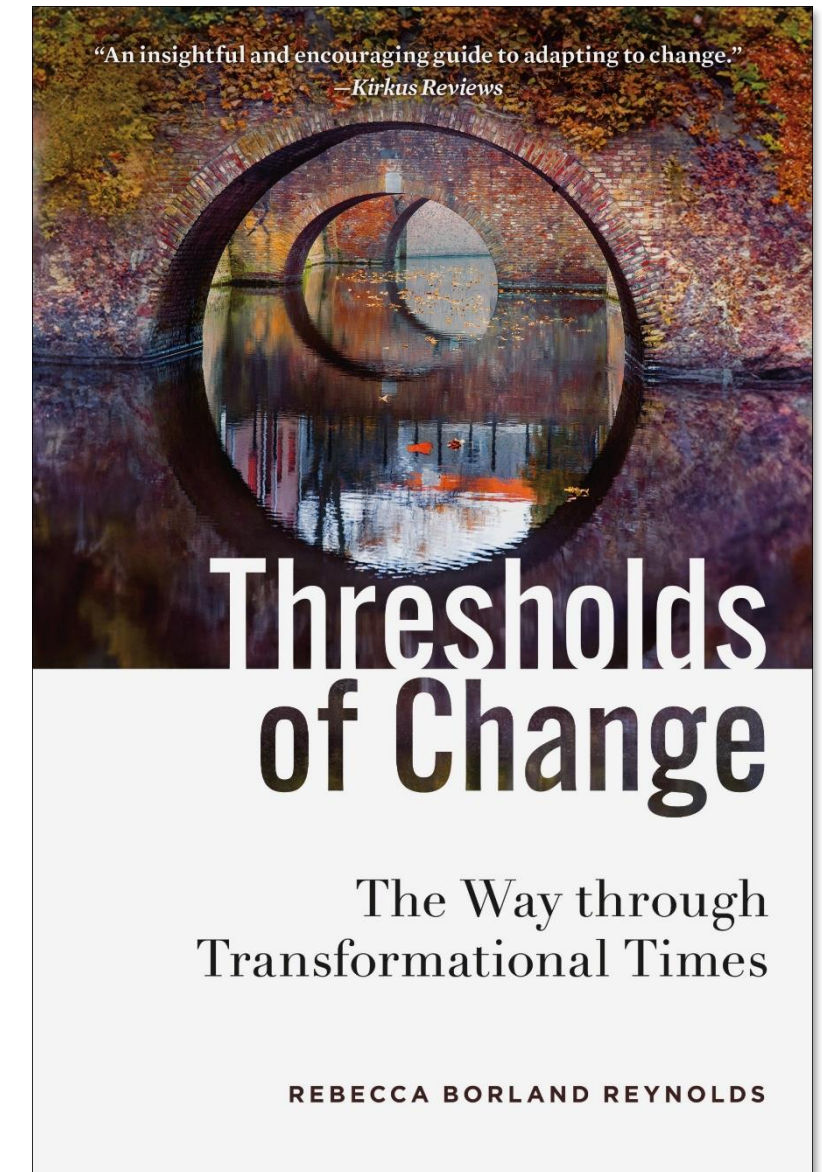
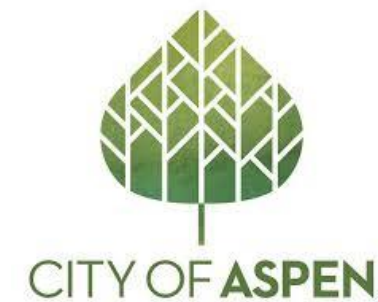
AUTHOR / CEO



 [RebeccaReynoldsConsulting.com](https://RebeccaReynoldsConsulting.com)

 [RRC@RebeccaReynoldsConsulting.com](mailto:RRC@RebeccaReynoldsConsulting.com)

 [linkedin.com/in/reynoldsrebecca/](https://linkedin.com/in/reynoldsrebecca/)



Who is in project delivery?

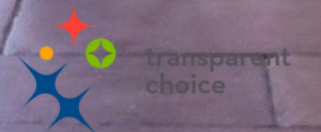
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Mind the gap

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Get your own ducks in a row

- Strategic planning
- Priorities and Decision-making
- Communication and

transparency  
Questions for  
leadership

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## Strategic Planning

- How have our strategic priorities shifted in the last quarter, and what prompted those changes? Do we need direction from leadership on this?
- In light of this, what does success look like for our team in the next 6–12 months?
- Are there any assumptions in our current strategy that we should revisit based on recent developments?
- How should we prioritize when there's a conflict between long-term goals and short-term demands?
- Is our team's role in achieving the broader company vision clear to Leadership?

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## Priorities and decision-making

- What are the top 3 priorities for leadership right now, and how do we ensure these are informing our focus and decision-making?
- How are we incorporating the need to prioritize what we do into our decision-making process? Is it working – i.e., are we saying NO?
- How do we balance innovation with execution in the coming months?
- What upcoming decisions at the leadership level do we need to prepare for?



## Communication and transparency

- What's the best way to keep communication flowing between leadership and mid-level managers?
- Are there any key updates or context we're missing that would help us lead more effectively?
- How often and in what form are we providing progress updates to Leadership? Is this effective? (How to know if effective: we get funded, we get asked relevant questions, our strategy and decision-making is trusted)

## Questions for leadership

- What changes do you see coming that we should begin preparing for now?
- How can we help lead our teams through ambiguity or conflicting signals from above?
- Where do you see the biggest risks to alignment right now, and how can we help mitigate them?
- Which metrics or KPIs are most critical to leadership right now? Have our success metrics changed in light of shifting business goals?
- How would you like feedback from our level to be shared upward?
- What's the best way for us to report impact so leadership has visibility into team contributions?
- What are your expectations of us in cascading information to frontline teams?
- Where are you sensing disconnect between teams and leadership that we can help bridge?
- What behaviors or mindsets does leadership want to see more of across teams right now?
- How do we ensure our team culture stays aligned with company values amid change?

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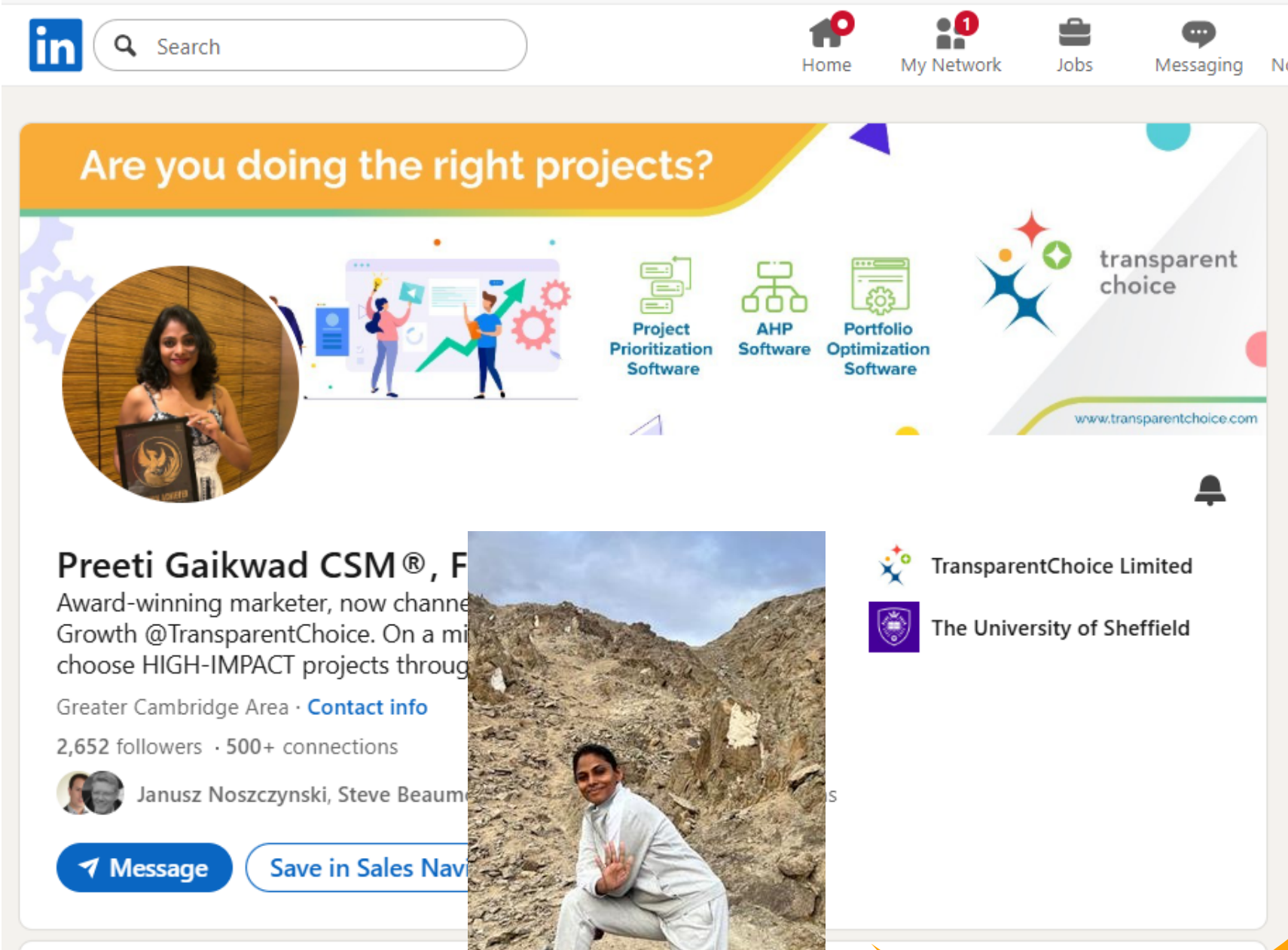




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[preeti@transparentchoice.com](mailto:preeti@transparentchoice.com)



# Book a call

- Walk through the questions
- Help you prepare for discussions with execs

- [Schedule a meeting with Stuart Easton](#)



Want to talk? Why not schedule a meeting now?



My name is Stuart Easton.

There are five simple steps to scheduling a meeting with me.

1. Pick a convenient time from the calendar (NOTE: check your time zone is correct).
2. Select the duration for our meeting (it can take a few seconds for the calendar to load).
3. Enter your contact details.
4. Look for an e-mail confirming our meeting and add the meeting to your calendar
5. Join the meeting!

If you can't see the meeting calendar on this page, please [click here](#).

Cheers!

Stuart

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Meet with Stuart Easton

< October 2025 >

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
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27	28	29	30	31		

