Stage On Mars

The One Pager from Mars

A strategic perspective based on the Stage on Mars experience.

THE NEXT MOVE
The single brief that directed the entire experience. The one thing the company wants to achieve.

THE QUESTIONS
The real questions people brought into the room. Different angles. The same move.

THE PLAYS
What was played to explore the questions. A short, factual description without theatre language.

THE PERSPECTIVES
The key shifts in perspective. What can be seen now that couldn't before.

BOOSTERS
What is already working in your favour. Assets, momentum, leverage.

BLOCKERS
What is really in the way. Structural, behavioural or strategic constraints, including one uncomfortable truth.

NEXT STEPS
One to three concrete next steps. Clear, decidable, ownable.

