



# From Fuzzy to Feasible™

A Quickstart Guide to Team Alignment in Uncertain Times

Practical tools to help your team surface what matters, align on next steps, and move forward, even when the path ahead is unclear.

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# Why Teams Get Stuck

“A chaotic present robs us of clear vision.” - Nick Scappaticci, Big Dreams Studio

The world doesn't get simpler. It gets messier and more complex, at an alarming rate. The pace of change is accelerating. Customer expectations shift. New technologies emerge. Too often, teams try to navigate this complexity using tools built for simpler times.

- They're misaligned on what the real problem might be
- They're chasing ideas instead of working from insights
- They mistake noise for signal and motion for momentum
- They can't adapt fast enough to keep up with changing conditions
- They're burned out from reacting instead of steering

You don't need a guru with all the answers. You need a catalyst to help uncover what already matters.

Before we jump to solutions, let's pause for a quick systems check. The next page includes a short diagnostic to help you assess where your team stands right now — and where silent misalignment might be slowing you down.

You don't need perfect scores. You need honest signals.

Use the following assessment to spot where you're strong, where there's friction, and where to focus next.

# Quick Team Alignment Diagnostic

Is your team aligned on what really matters? Assess your team on the following five areas help determine your next best steps.

Rate each area on a scale from 1 to 5:

1 = Not at all, 5 = Absolutely

Focus Area	Score
<b>Crux Clarity &amp; Strategic Focus</b> How clearly are we aligned on the most important challenge we must solve, understanding where we will play and how we will win. <ul style="list-style-type: none"><li>• Can we name the crux issue driving our current focus?</li><li>• Do we agree on our strategic playing field and approach?</li><li>• Do we understand the conditions, outcomes, and behavior to reach our goal?</li></ul>	
<b>Insight &amp; Uncertainty Awareness</b> How well do we understand the uncertainties shaping our future and the insights we need to act with confidence? <ul style="list-style-type: none"><li>• Are we aligned on the top uncertainties affecting our direction?</li><li>• What insights are we missing or underestimating?</li></ul>	
<b>Stakeholder Desirability &amp; Value</b> How confident are we that we understand what our key stakeholders want and what creates meaningful value for them? <ul style="list-style-type: none"><li>• Who are our stakeholders and what do they actually want?</li><li>• Are we defining value beyond financial terms?</li></ul>	
<b>Assumptions and Risk</b> To what extent are we aware of, and actively testing, the assumptions behind our strategy and priorities? <ul style="list-style-type: none"><li>• What must be true for our current vision to succeed?</li><li>• Are we surfacing and testing assumptions?</li></ul>	
<b>Velocity &amp; Adaptability</b> How quickly and accurately can we respond when new data, disruptions, or opportunities emerge? <ul style="list-style-type: none"><li>• Can we adjust direction without disruption or drama?</li><li>• Are we balancing speed with accuracy?</li><li>• Have we articulated and tested potential scenarios?</li></ul>	
Total	

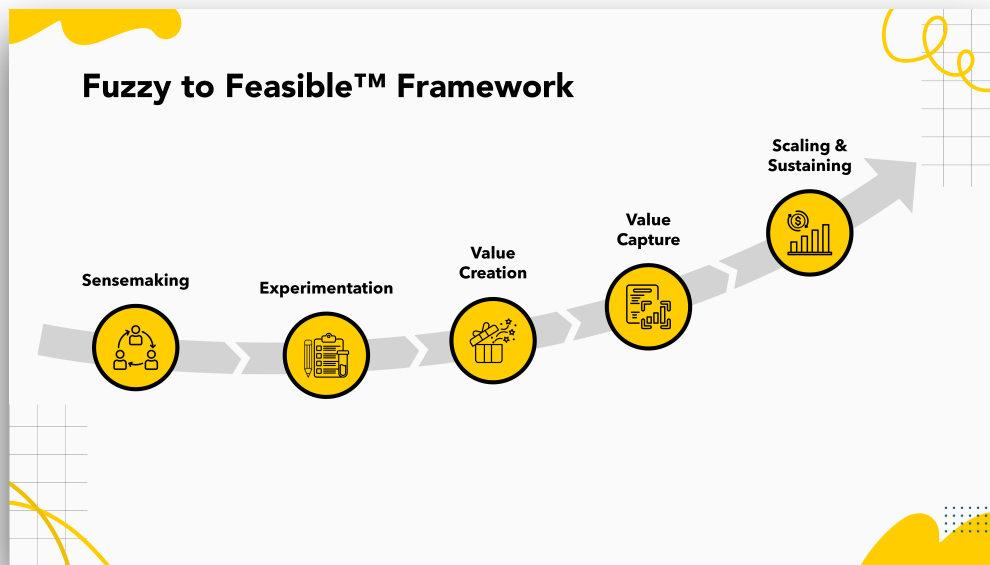
## Scoring Guide:

- **21 - 25: Aligned & Adaptive.** You've got focus and feedback loops. Now, sharpen your insights and scale your wins.
- **16 - 20: Some Signal, Some Noise.** Good instincts, but fuzziness or friction may be slowing momentum.
- **11 - 15: Strategic Drag.** Blind spots or misalignment are likely draining team energy.
- **5 - 10: Stuck in the Fog.** It's time to pause, reflect, and reset the path forward.

# From Fuzzy to Feasible™

## A pragmatic framework for navigating uncertainty and building momentum

Organizations don't get stuck because they lack ideas. They get stuck because they're unclear on the problem, unsure about the path, or misaligned on what matters most. Fuzzy to Feasible™ is a practical, flexible framework designed to help teams move through uncertainty with clarity and confidence, without overcomplicating things.



- **Sensemaking:** Align teams and clarify the problem. Get clear on context, stakeholders, and what matters most.
- **Experimentation:** Test assumptions and de-risk decisions. Rapid exploration and low-risk learning before over investing.
- **Value Creation:** Focus on what matters for your stakeholders. Design offerings and solutions that resonate with real human needs.
- **Value Capture:** Realizing impact. Align your offering with viable models to generate return.
- **Scaling & Sustaining:** Build capabilities and momentum. Develop the systems, practices, and culture to support growth.

You don't need to master all five phases at once. If in doubt, start with sensemaking.

If you'd like to read more about Fuzzy to Feasible™, visit <https://www.inspiredbyspark.com/fuzzy-to-feasible>

# Three Practical Moves to Get Unstuck

Small actions, big clarity. These moves draw from Spark's Fuzzy to Feasible™ framework and are designed to get you unstuck.

## The Crux Question Workshop

***If we could only solve one challenge to unlock progress, what would it be?***

Gather your team. Ask the question. Share responses. Look for patterns. You're not brainstorming, you're focusing your team on what matters most.

## Insights Over Ideas Audit

***Are our ideas rooted in real insights, or simply assumptions?***

Choose 3 - 5 projects or proposals. For each, ask: What insight led us to this idea? Whose need does it serve? What outcome does it aim to produce. At Spark, we use a pattern that moves from goal, to tension, to outcome. It's a way to separate noise from signal.

## The "What Must Be True" Map

***What assumptions are hiding in plain sight?***

Choose one current initiative. As a group:

1. List what must be true for it to succeed.
2. What are the conditions, outcomes, and behaviors that address the key problem.
3. Decide what to test and how to test it. What's the smallest experiment we can run to test the assumption?

This reveals where you're operating on hope instead of evidence.



Velocity = Speed + Accuracy

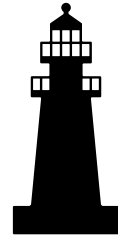
## What's Next?

From Fog to Focus. It starts with one conversation.

If this guide sparked reflection or surfaced some hard-to answer questions, you're not alone. That's a signal, not a failure.

At Spark, we help leaders and teams navigate uncertainty, clarify directions, and make better decisions, even when the terrain keeps shifting.

**You don't need a guru. You need a catalyst.**



## Let's Talk

If you'd like to:

- Debrief your diagnostic
- Explore your team's crux issue
- Get clarity on where to play and how to win, or
- What to test next



**Schedule a free discovery call: [calendly.com/matthew\\_arnold](https://calendly.com/matthew_arnold)**