

## **Recommended Series of Questions to Guide Discussions Leading to Concrete Outcomes by 2 PM Today**

- What is it we are really talking about doing?
  - Is it big enough?
  - Is it bold enough?
- What are the ultimate outcomes from what we are envisioning?
  - What can be done by 2017? 2020? 2025?
- What are we really talking about in terms of:
  - Funding levels
  - Who is part of the core organizing group?
  - Organizational structure/governance—who's really responsible
  - Participating agencies, organizations, laboratories, universities
  - Funding allocation mechanisms
  - Built in mechanics/mechanisms for review, publication, communication, and delivery
  - Who will handle day to day organizational issues and actions
- Who do we need to buy into this big, bold proposed approach for the future?
- Who are we seeking the funding from?
- How do we market all of this in terms of seeking buy-in and raising the needed funding?
- Who are our lead spokespersons and how do we best deploy them?
- How do we sustain such an effort over the long terms (10 years+)?
- How do we use all this to build permanent infrastructure to support behavior modification and motivation well into the future?
- Who will further flesh out these big, bold ideas and concepts into actual, concrete outcomes, mechanisms, organizational structures, and steps to get from here to there?
- What are our next series of steps to be taken and the timeframes?