



ELEVATE IMPACT ADVISORY · SIGNATURE INSIGHT 001 · COLLECTION ONE

Initiative Fatigue Indicator

Where Is Our Attention Going?

Everything cannot be a priority.

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Initiative Fatigue Indicator

Where Is Our Attention Going?

Leadership teams rarely struggle because they lack ideas. More often, organisational attention becomes distributed across multiple priorities, initiatives and improvement efforts—sometimes without anyone having stepped back to see the picture they create together.

This Signature Insight is a focused experience of organisational thinking designed to help make your organisation's current priorities visible. By making individual perceptions visible alongside one another, it creates an opportunity to notice where organisational attention appears to be concentrated, dispersed or understood differently.

There are no scores. No right answers.

Simply an opportunity to see your organisation more clearly before deciding what to do next.

What This Experience Is Designed to Make Visible

Organisational attention — how attention is currently being distributed, concentrated and understood across the organisation.

Initiative fatigue may become visible, but it is not the conclusion participants are expected to reach. The experience is designed to reveal the collective picture of organisational attention and allow the team to become curious about what that picture may be telling them.

What to Protect

Observation before evaluation.

Protect the period in which participants simply see the collective picture before they begin organising, explaining or solving it. Different language, unexpected omissions, repeated priorities and different perceptions are all potentially valuable information.

The purpose is not to determine whose understanding is correct. It is to allow the organisation to see something about itself that was previously dispersed across individual perspectives.

What Not to Rush Towards

Prioritisation, judgement or action.

Do not rush towards deciding which initiatives should stop, which priorities matter most or whether the organisation has “too many” initiatives.

Those conversations may eventually become useful, but they are not the purpose of this experience.

Recognition comes first.

01

Begin Individually

Without discussion, write down the five initiatives, priorities or improvement efforts you believe are currently receiving the greatest attention across your organisation.

Write one idea per sticky note (or digital note).

Complete this individually before anyone shares their thinking.

Use the language that makes sense to you. There is no need to agree on terminology at this stage.

You'll be invited to share your thinking with the group.

02

Make Your Thinking Visible

Place every note where everyone can see them.

Add them to one shared space, without grouping or categorising them.

Resist the temptation to organise, explain or justify.

Simply notice.

03

Notice Together

Without trying to solve anything yet...

What do you notice?

Which priorities appear repeatedly?

Which appear only once?

What surprises you?

What seems to be missing?

Where does your collective attention appear strongest?

Where does it appear fragmented?

Where do different words appear to describe similar—or perhaps different—things?

Allow curiosity—not judgement—to guide the conversation.

04

Reframe

Step back from the individual priorities for a moment and consider the picture they create together.

Attention is one of an organisation's most limited resources.

Discuss together.

What becomes difficult when everything feels important?

Which priorities appear to be competing for the same attention?

Where does attention appear coherent?

Where does it appear fragmented?

What might this collective picture be telling you about how attention is currently being directed across your organisation?

05

Reflect

What has become more visible?

Pause before deciding what, if anything, needs to change.

Capture your thinking in whatever way best supports your context. You might continue the discussion, make a few notes, sketch emerging ideas, annotate directly on the page, photograph your thinking or simply allow the conversation itself to become the outcome.

Sometimes the most valuable outcome is not something you write down, but something you begin to see differently.

06

Take Forward

As you leave this experience...

What feels most important to take forward?

Perhaps that's a conversation, greater clarity, a difficult question, a renewed sense of focus, or simply a deeper appreciation of where organisational attention is currently being invested.

There is no expectation that every team will leave with the same conclusions. Difference itself may be useful information.

Sometimes recognising where attention is being directed is the most valuable outcome.

Meaningful improvement doesn't always begin by doing more.

Sometimes it begins by seeing more clearly what is already there.

07

Another Lens

When you're ready...

You may wish to revisit this experience through a different lens.

Rather than identifying the priorities currently receiving the greatest attention, consider one of these questions instead:

Which priorities deserve more of our attention?

Which priorities are currently receiving more attention than they probably need?

Which priorities might now be ready to let go?

Choose one lens rather than trying to explore all three at once.

Complete the original experience before exploring another lens.

The value lies not in repeating the experience, but in noticing what becomes visible when the question changes.

CONTINUE YOUR THINKING

RELATED FRAMEWORK

Impact Gap™

STORY FROM PRACTICE

Story 001 — When Every Priority Matters

If this experience has surfaced questions your leadership team would value exploring more deeply, I'd be delighted to continue the conversation.

elevateimpactadvisory.com · Begin the Conversation

EIA SIGNATURE INSIGHTS

Designed to make what matters more visible.

Every EIA Signature Insight is a focused experience of organisational thinking, grounded in evidence-informed inquiry and designed to strengthen the conversations that shape meaningful and sustainable improvement.

CREATED BY KATHERINE ADCOCK · ELEVATE IMPACT ADVISORY

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