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Strategic Planning Definitions

Mission (why)

1. A succinct and compelling statement of our reason for existence.
2. A statement of our core work, products and services.
3. Who we serve and how they benefit.
4. A basis for daily decisions about the work I do and we do.
5. We create the statement and are mobilized by it.

Values (why)

1. Guiding principles for how we do business.
2. Underlying beliefs about what is important to us as an organization.
3. Critical to success of our organization and support achievement of our mission.
4. Drive the behaviors we want to model with ourselves and our customers.
5. We create them and commonly embrace them.

Vision (what)

1. A compelling picture of our future.
2. A statement of what our organization will be like as we achieve our mission.
3. Describes our optimum achievements and results.
4. Draws us to create the culture we need/want.
5. We visualize it together and mutually aspire to its fulfillment.

Strategic Goals (what)

1. A broad statement, describing a desired outcome.
2. A clear and compelling challenge to the organization (perhaps a stretch).
3. A driving force which creates momentum and helps to make a difference.
4. Arises from and consistent with the Values, Mission and Vision.
5. We create the goals together and all commit to their fulfilment.

Action Plans (how, when, by whom)

1. The method by which a goal will be achieved.
2. Defines objective measures of success (how we know a goal is accomplished).
3. Incorporates scope of work for each step: deliverables, human and financial resources required, person responsible for oversight, date of start and completion.
4. For each participant, answers the question "What will I do tomorrow to accomplish my part of the plan?"
5. Created with participation of the people involved, who commit to their fulfilment.