GLOSSARY OF STRATEGIC PLANNING TERMS

Here is a list of some of the common terms used in strategic planning – and their definitions.

Purpose:	**A succinct statement of why the organization exists.**
Mission:	A statement that summarizes the organization's **direction and what it hopes to achieve.**
Core Values:	**The bedrock values and behaviors that an organization considers essential to its success – such as integrity or customer service.**
Vision:	**A clear statement of the future results or end state that the organization wants to achieve.**
Goals:	**What the organization intends to achieve over a defined period of time, such as three years.**
Objectives:	**More specific milestones toward achieving the goals (still part of** the "what"**).**
Strategies:	**Initiatives that the organization undertakes to achieve the goals** and objectives (the "how"**).**
Actions:	**Key steps to be taken to achieve the strategies.**
Metrics:	**Measures that an organization or team uses to assess success.**
Targets:	**Specific levels of a given metric that an organization or team wants to achieve.**
Operating Principles:	**The rules that a team uses to guide its communication and decision making.**
Key Performance Indicators (KPIs):	**Specific metrics and targets used to gauge team and individual performance.**

LRI's expert consultants can help you develop and implement an effective strategic plan.
Please call us for a free consultation at 800-598-7662 or email info@leadingresources.com.

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