

THE SIX RINGS MODEL

This tool defines the six elements of a strategic plan and shows their relationship and inter-dependence. This is a valuable tool to use in guiding an effective strategic planning process.

Overview: The Six Rings Model starts with defining purpose and core values. A vision then flows from these two. Together, they form the “strategic focus” and provide a litmus test for all other decisions. Once the strategic focus is defined, the next step is detailing the goals, objectives, and actions. See the chart on the following page.

Purpose (or mission):	A succinct statement of why the organization exists and what it does.
Core Values:	Qualities essential to the organization’s success – like financial sustainability or reliability.
Vision:	A clear statement of a future result or end state that the organization wants to achieve.
Goals:	The priorities for realizing the vision, purpose, and values.
Objectives:	Measurable results toward achieving the goals.
Actions:	Actions taken in support of objectives, with timelines and assignments of responsibility.

Here’s a list of other strategic planning terms:

Strategies:	Key initiatives needed to achieve the goals and objectives.
Performance Measures:	Measures of success tied to the strategic plan, consisting of metrics and targets.
Strategic plan:	A document that consolidates these elements into a coherent whole.

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