

# GLOSSARY OF STRATEGIC PLANNING TERMS

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

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