

DEFINITIONS



THE ROAD MAP

We think of Strategic Plans as a [Road Map](#). The Road Map addresses 3 Key Questions: Where are We? Where are We Going? and How are We Going to Get There? Starting at your Current Location (knowing how you got here is useful) you can plan for the trip ahead to reach your Dream Destination: what route, how many miles, where you might want to stop, who will go with you, what kind of transportation you will need. These definitions are all based on that Road Map analogy!

VISION

This is your [Dream Destination](#) on the Road Map—a forward looking statement. Answers: **Where are We Going?** Concise and jargon free, the Vision incorporates all the Priorities, and gives an inspirational image of the perfect future. The Vision should make you a little nervous - think of it like a 3-4 sentence marketing piece to describe your perfect outcome!

MISSION

Answers: **Why do we exist? What is our purpose?** Usually organizationally based, not politically based....it just is. Includes [What you do](#), [for whom](#) you do it, and the [benefits](#). It's the [Guiding Star](#) on the Road Map.

VALUES

Values are physical manifestations of how we do business. They are daily demonstrations of what is most important. Driven by the leadership, implemented and expanded at each department level. Values are the [Compass](#) on the Road Map - if you get off road they can orient you.

GPS (Goals, Priorities and Strategies)

The [GPS](#) on the Road Map is comprised of your Goals, Priorities and Strategies, which give you the ability to re calibrate when needed as you check in on your progress over time.

GOALS

Goals are the [Mile Markers](#) on the Road Map. They are longer term (3 -10 years) and bigger picture, are tied to the Vision and have a general time frame attached to them. They usually don't change unless the Priority changes. They should make you nervous and be a challenge!

PRIORITIES

Priorities are what is most important to you in the long term. They are the [Steering Wheel](#) on the Road Map: you'll drive down the road in the right direction. They cover the core issues faced by your agency, generally 3 - 6 areas, and have a definition attached to them.



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STRATEGY

Strategies answer **how we will implement** the Goals we have set and **how we will accomplish** our Objectives. Think of them as the **Route** you will take on the **Road Map** to get to your **Dream Destination**. Strategies last the life of a Goal, but can change based on unexpected opportunities or problems (construction, bad weather). Should be action based and reviewed and renewed each year.

OBJECTIVES

A major accomplishment or project in the organization that will have a significant and sustainable impact. Think of them like a **Geo Cache** in the Road Map. Objectives are an investment with dedicated resources (staff and money). They do not have to be physical or tangible -they can be cultural projects or emotional projects. Should have definitive measurable quantifiable outcomes. Objectives might be modified based on discussions or best practices, new information or budgets. SMART.

ACTION PLAN

Answers **How Will We Get There?** Can be completed within 90 days or less...and relates directly to the Vision, Mission, GPS, and Objectives. Think of the Action Plan as your **Vehicle** and all your detailed planning for your Road Trip. Action Plans create focus, accountability and forward momentum. Includes What?Who? By When? Resources? Measurement? Outcomes? Status?

TAG LINE

A marketing statement: 1- 3 sentences, memorable, captures the essence. Keep in mind: how do you use your tag line? Where do you use your tag line?

REST STOP

Every 90 days we recommend a **Rest Stop** on your Strategic Planning journey. This is a longer meeting (2 - 4 hours) that dives into the Action Plan for the last 90 days. You have a chance to report out on progress, celebrate the success stories, talk about lessons learned, and plan ahead for the next 90 days.

Learn more about the Road Map, Vision, Mission, Values and the 24 Hour Strategic Plan at www.sheryltrent.com.

