

STRATEGIC PLANNING TERMINOLOGY

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| 1. Mission | 9. Primary Customer/Client |
| 2. Environmental Scan | 10. Goals |
| 3. Vision | 11. Objectives |
| 4. Supporting Customers | 12. Strategic Plan |
| 5. Results | 13. Action Steps |
| 6. Purpose | 14. Budget |
| 7. Values | 15. Business |
| 8. Customer Value | |

- A. A set of three to five aims that set the organization's fundamental long-range direction.
- B. The person whose life is changed through the organization's work.
- C. A process for discovering and documenting facts and trends in the operating environment that are likely to affect the organization in its future work.
- D. The organization's bottom line. Defined in changed lives — people's behaviour, circumstances, health, hopes, competence, or capacity. Always outside the organization.
- E. A precise, measurable, time-phased result that supports the achievement of a goal.
- F. A picture of the organization's desired future.
- G. Detailed plans and activities directed toward meeting an organization's objectives.
- H. Volunteers, members, partners, funders, referral sources, employees, and others who must be satisfied.
- I. A succinct statement that articulates the organization's purpose, business, values and beliefs.
- J. The commitment of resources necessary to implement plans — the financial expression of a particular plan of work.
- K. That which satisfies customers' needs (physical and psychological well being), wants (where, when, and how service is provided), and aspirations (desired long-term results).
- L. A systematic process through which an organization agrees – and builds commitment among key stakeholders – to priorities which are essential to its mission and responsive to the environment.
- M. Why the organization exists and what it seeks to accomplish; the end result the organization seeks to accomplish and for whom.
- N. The main methods or activities through which the organization works to fulfill this purpose; what the organization does.
- O. The principles or beliefs which guide an organization as it pursues its purpose.