

Planning Language

Vision – Future-orientation rooted in values and strengths (emotional and compelling) and gets to the purpose.

Mission – Purpose of the organization; its primary objective that helps define key measures of success. Why we do what we do.

Values – Core beliefs and guiding principles that guide behaviour.

Goals – Broad statements about what the organization hopes to achieve moving the organization closer to its vision.

Objectives - the sub goals of your goal; the ways you plan to achieve your primary goal

Strategy – Major approaches to reaching goals and resolving issues. Strategies begin to answer how we will achieve our goals. They are not specific activities and include measures of success.

Tactics – Specific activities and tasks to advance strategy.

Outputs – The services/products that the organization offers (relates to efficiency).

Outcomes – Impact on external environment through the services/products (relates to effectiveness).