

Aligning Your Vision to Key Initiatives

▼	Vision: A compelling picture of the world as you imagine it to be	Indefinite, Enduring
▼	Purpose: The reason you exist	
▼	Values: How the organization behaves, to all stakeholders	
▼	Mission: What you do, who you serve, how you serve them	Evolves
▼	Goals: A vivid description of the organization in 3-5 years	3-5 Years
▼	Strategies: How you will break through this year	1 Year
▼	Key Initiatives: Must do, can't fail projects	> 6 Months