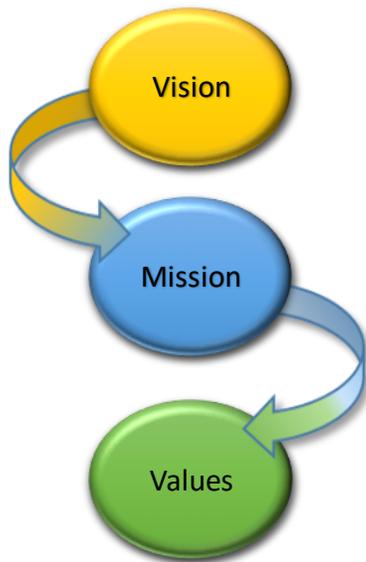


Strategic Planning Glossary



Vision: The organization’s desired future state. It describes where the organization is headed, what it intends to be, or how it wishes to be perceived in the future. *Your Vision answers the question: Where are we going?*

Mission: The organization’s core purpose. *This answers the question: Why do we exist?*

Values: The guiding principles and behaviors that embody how your organization and its people are expected to operate. Values influence and reinforce your organization’s desired culture. They support and guide the decisions made by every workforce member, helping your organization accomplish its mission and attain its vision appropriately. *This answers the question: How will we behave? What are our principles?*



Governance: The system of management and controls exercised in the stewardship of your organization. Governance includes the responsibilities of your organization’s board and/or stakeholders and senior leaders. *This answers the question: How will we be accountable and transparent?*



Current State: The collective positions and progress of the work within the fiscal year. This is a snapshot of the strategic operations at a given time. *This answers the questions: Where are we now? What’s the current picture of our progress?*



Strategy: The approach that outlines the initiatives. It determines the lens in which the elected body and the staff makes decisions. It controls what is wanted, needed, funded and supported for the upcoming year. It helps establish the budget for those projects over and above the operational budget. *This answers the questions: What are we working on that helps us attain the vision while not sacrificing our core purpose or our behaviors?*



Strategic Goals: The aspirations the organization is trying to accomplish. Defined in the Strategic Plan for the next year(s). *These answer the question: What are we trying to accomplish to attract new residents, businesses and visitors and keep those who are here satisfied and engaged?*



Performance Management: The process by which organizations align their resources, systems and employees to strategic objectives and priorities. This ensures that your Strategic Goals are consistently being met in an effective and efficient manner. *This answers the question: What are our strategic and regular operations each year?*