



Strategy

Passionate Purpose

The Heart of Your Organization



Why a Strategic Plan?

- 1) it helps increase your chance of success;
- 2) it does this by helping your team get and stay aligned with common goals and objectives; and
- 3) it communicates **who** you are, **where** you are going and **how** you will get there.

A Great Strategic Plan

- 1) Compelling Culture;
- 2) Passionate Purpose; and
- 3) Disruptive Business Plan.



Your Catalyst



Your **Passionate Purpose** is the **HEART** of your Enterprise, the **WHY, WHAT** and **WHERE** Are You Going?

Purpose =

Why (Vision),

What (Mission),

Where (Heroic Goal)

Purpose – Vision; Mission; Heroic Hope

- Vision
 - Vision -- ary
 - Why
 - Dream- Subjective
- Mission
 - Mission – ary
 - What
 - Doing- Objective
- Heroic Hopes
 - Where going

Vision - WHY

- Future; Long Term
- Aspirational
- Clear
- Vivid
- Memorable
- Aligned with Values & Culture
- Need based

Mission - WHAT

- Moves Vision into Practice
- Concise
- Strategy
- Customer Focused
- Passion and Focus
- Need based
- Sticky Idea

Heroic Hope - WHERE

- 5 to 10 Year BIG Goal
- Dream

Don't back away from the challenge

