

A framework used for STRATEGIC PLANNING.

Vision - Mission - Goals - Objectives - Strategies - Tactics

VISION

MISSION

GOALS

OBJECTIVES

STRATEGIES

TACTICS

Goes from the broad to the specific.

If we are all talking about something, for example, the future direction of our organization or something more specific like a campaign to do something often people begin on the strategic and tactical level, usually people start talking in the details here.

What we should do is talk more at the pattern level. If I say to a group “lets not talk tactics and strategy, lets bring the conversation higher than that” they don’t know what I am talking about or will get upset or hurt. But, if I put “this” (the diagram) on the board, suddenly peoples thinking can shape this.

How this framework works with an example:

The VISION: is something that is unattainable. It is a driver.

ex. Feeding a Hungry World

The MISSION: is what you are doing to get your vision.

ex. Feeding hungry people in Santa Barbara is our mission. (this is what we are going to do)

The GOALS: are the mid to long term outcomes.

ex. build 2-3 soup kitchens in SB (this is a goal)

The OBJECTIVE: is shorter term.

ex. To raise a million dollars and build our first kitchen by so and so date.

— ONLY AFTER WE KNOW ALL OF THE ABOVE DO WE TALK STRATEGY —

The STRATEGY: How do we raise a million dollars?

ex. Lets go out to all the safe ways and get a million ppl to give us 1 million dollars.

ex. No, lets find the right party and get one individual to give us a million \$

ex. Or, start a crowd funding campaign

The TACTICS: are the things you need to do your strategies:

ex. Safeway route: tactics will be:

- buy a clip board
- get volunteers
- set up rides to locations
-

ex. 2 donnor:

-Check out the network and scene where the money is and the ppl with that money, wheres the money get the right person...

This kind of clarity between, “what is an objective and what is a strategy and a tactic” if and when you attain that as a facilitator you can get your group to not descend into strategies and tactics but to stay above that in goals and objectives.