



Strategic Picture Definitions:

Here and Now — where we currently are (duh)

Stakeholder Perspective — What it is that you are trying to accomplish in the long term (5+ years), from the perspective of the stakeholder.

Stakeholder — the person or people who have stand to benefit from the work we do

Short Term Outcomes — The Goal/Objective that you are looking to accomplish in the next 5 years (or less)

Learning and Growth Perspective — things that need to be understood or learned in order execute on the Short Term Goal

Process Perspective — things that need to be accomplished in order to execute on the short term outcomes

Customer Perspective — the change that you expect to see at the individual level as the long term goals are met (versus the Stakeholder Perspective, which is a group perspective)

Mission Screen — a point to stop and ask, does this line up with and support our mission?

Strategy Screen — a point to stop and ask, does this line up with our long term strategy?