

Leadership Business Plan



Core Purpose/Mission

Describe the core purpose of the organization. – **“THE WHY”**



Vision

Describe the future direction of the organization – **“THE WHERE”**



Key Assumptions

What are the key assumption driving the organization (e.g., why we are doing what we are doing.)- **“THE REALITY”**

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Strategic Goals

First, mission results; second, revenue goals; etc. no more than 6-8 “SMART” objectives: specific, measurable, action-oriented, include results, time-delimited. – **“THE WHAT”**

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Major Strategies

Statements that set direction, philosophy, values and methodology for building the organization and managing the enterprise. Use 6-8 core strategies. – **“THE HOW”**

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