

## Strategy Glossary

Term	Definition
Core Values	The guiding principles that provide insight into the culture and identity of the company while helping to dictate behavior to determine if we are on the right path in achieving our strategic plan.
Dashboard	A one-page document that presents the stakeholders with the most meaningful information pertaining to the status of the strategic plan activities and achievements.
Implementation	To fulfill, perform or carry out the activities defined as part of the strategic plan. Can also be called “Delivery” or “Execution”.
Initiative	In introductory act or leading action. Can also be called “Project”. The initiative is the action that will lead to achieving the strategic goal.
Measures	How the tactics will be measured to determine progress of the overall strategy effort (See: SMART criteria). For example: # of new products, % complete or # of hours completed
Mission	A short statement identifying the organizations overall purpose and the products and services provided in support of the overarching strategic plan.
Monitor	To oversee the activities taking place in support of the strategic plan to ensure they are on track and ready to meet the targets identified.
Objectives	The intended purpose, goal, or target of an activity of effort (See: Strategic Goal)
SMART criteria	Criteria used when establishing goals and objectives to ensure that the goals are well defined: S = Specific M = Measurable A = Achievable R = Relevant T = Time bound
Strategic Goal	The identified result that is a steppingstone in the overall achievement of the organizations strategic plan.

Strategic Plan	The high-level plan developed with the intent to achieve one or more goals. The output of Strategic Planning.
Strategic Planning	The process of defining the direction of the organization and making decisions on allocating resources to pursue this strategy.
Strategy Management	The ongoing planning, monitoring, analysis, and assessment of all that is necessary for the organization to meet its goals and objectives.
Tactics	The approach, or means, in which you will accomplish the goal or objective.
Vision	A forward-facing statement that indicates what the organization is striving toward and is both challenging and inspirational.