



Purpose

An organization's core reason it exists to accomplish.

Guiding Principles

Ways that an organization performs its work, usually stemming from values and manifested through the actions and interactions of people. These often include values that transcend the organization, helping further define our impact on the world, and the way we work.

Beliefs

Our Beliefs articulate our worldview and perspective on how we intersect with the sector and society at large. Our beliefs help clarify why we do what we do.

Strategic Objectives

The main focuses of an organization over the duration of its strategic plan. They describe, at a high level, what an organization will do to fulfill its Mission.



Priorities

Priorities describe in more detail what must be done to advance the Strategic Objectives. They are often associated with functional areas and can be linked to owners, timelines and metrics.

Enablers/Key Success Factors

The structures, processes or capacity required to deliver on our strategic plan.

LET'S CONNECT TO CHAT ABOUT THE DEVELOPMENT OF YOUR ORGANIZATION'S STRATEGIC PLAN – WHETHER YOU'RE STARTING FROM THE BEGINNING, OR NEED HELP GETTING TO THE FINISH LINE, MACPHIE CAN HELP. THINK@MACPHIE.CA