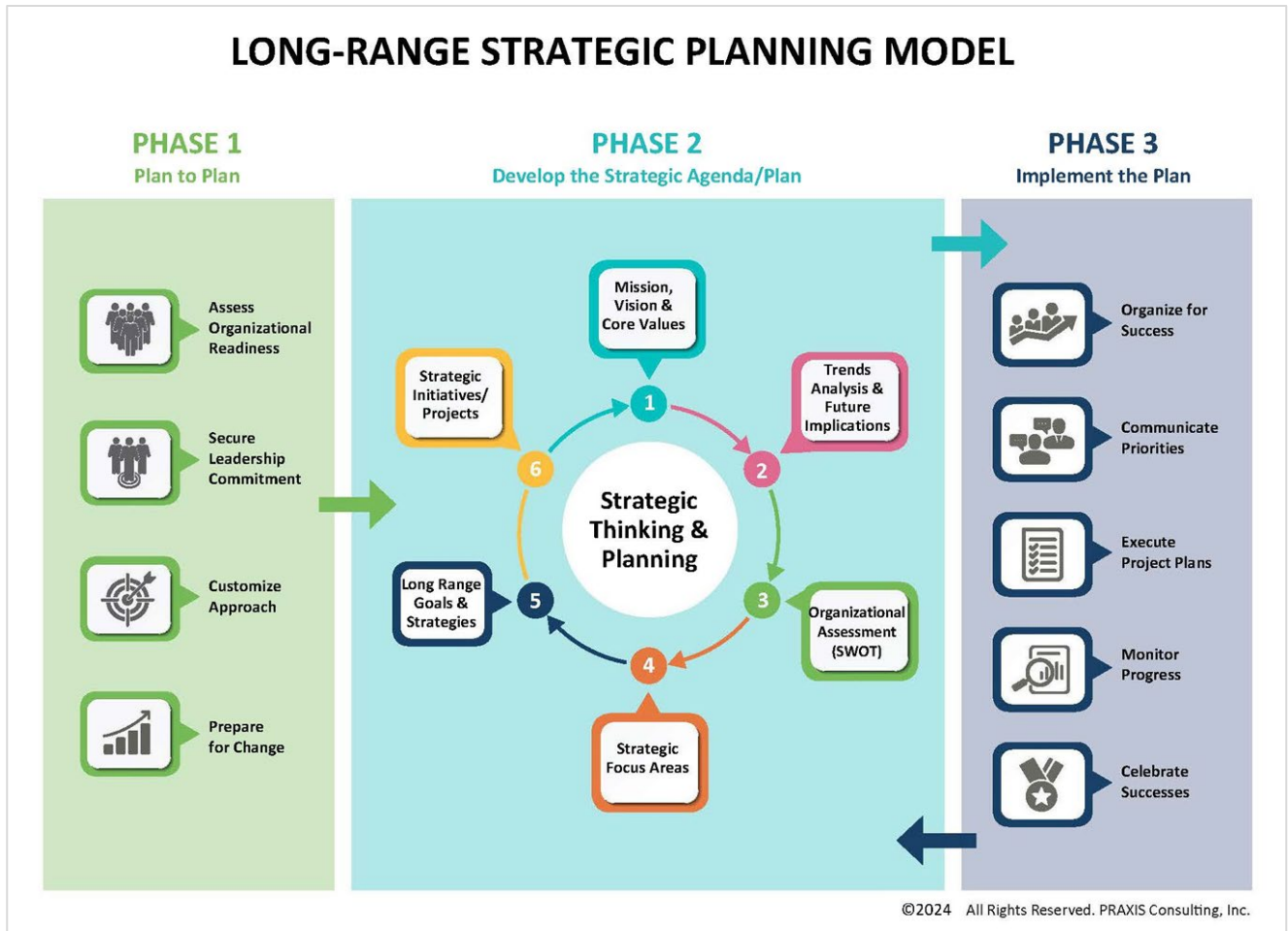


Strategic Thinking and Planning Framework: Model with Definitions

(Source: PRAXIS Consulting, Inc. / Dr. Brenda Wagenknecht-Ivey)



Definition of Terms

Strategic Thinking and Planning	Strategic thinking is a mindset and strategic planning is a tool and process for helping an organization set a strategic agenda/direction, establish long-term goals, and execute on strategies for achieving measurable improvements and results.
Mission	Defines an organization’s purpose – why it exists.
Vision	Defines a future, ideal state; it describes what the organization will look like or being doing ideally in the future; it should be elevating and inspirational.
Core Values	Carefully composed declarations of an organization’s beliefs, ethics, and code of desirable behaviors intended to guide day-to-day actions. Core values should describe the behaviors, attitudes, and thinking that an organization will reward.
Trends Analysis	A critical review of the implications of external and internal trends on the organization.
Organizational Assessment	A critical review of the organization’s strengths, weaknesses, opportunities, and threats (SWOT analysis) in light of the stated the mission, vision, and values.
Strategic Focus Areas	Internal or external issues that are fundamentally important to the organization. They are the major issues the organization must work on in the future to fulfill the mission and work toward the vision. SFAs frame the basic direction and priorities of the organization for the long-term.
Goals	Are broad statements that define desired, end targets.
Objectives/ Strategies	General statements that describe the manner in which the end result/target – or goal – will be achieved; they are the means to the end.
Strategic Initiatives	Specific, short-term (12-18 months) priority projects.