

Values

- Core priorities in the organization's culture
- Consider values of customers, shareholders, employees and the community
- Usually four to six core values

Mission Statements

- Communicate fundamental values and beliefs to all employees
- Identify core services and who we do them for
- Inspirational. They should supply energy and motivation.
- Able to be translated into terms that can be understood and acted upon.

Vision

- What you want to become
- Resonate with all
- Help them feel proud, excited and part of something much bigger than themselves
- Stretch capabilities and image
- Shape the direction to the future

Goals

- Where we want to be

Objectives

- What we want to do

Actions

- How we're going to do it

Operational Objective

- Day-to-day activity
- Short Term
- Achieves division goals

Strategic Objective

- Achieves agency goals
- Addresses gaps in service
- Futuristic
- Long term
- Pervasive