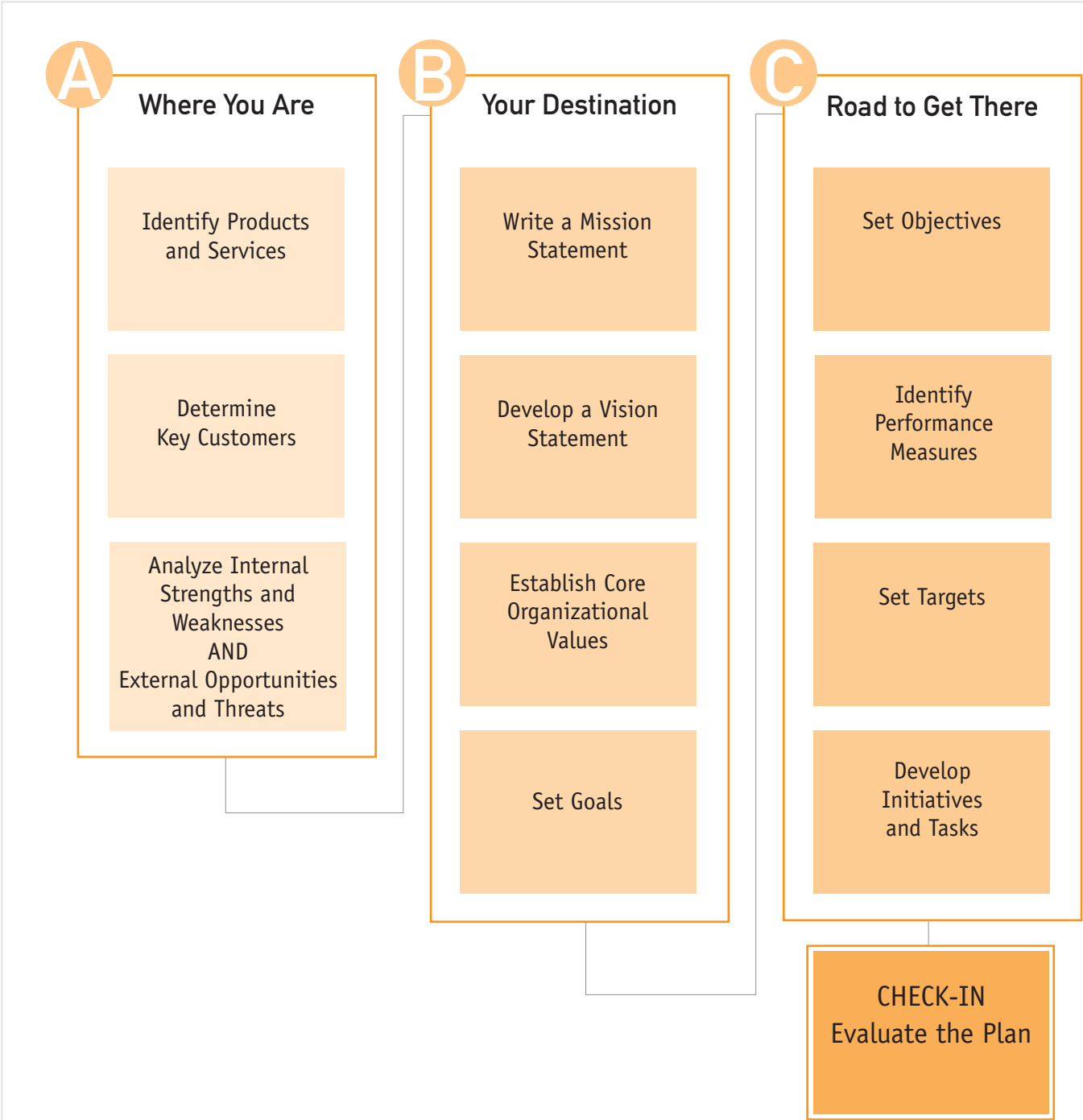


Strategic Planning and Performance Measurement



Definition of Terms

Core Values

Principles that govern our behavior and the way we do business

Goals

Broad statements of measurable outcomes to be achieved on behalf of customers

Initiatives and tasks

Specific programs, strategies and activities that will help you meet your performance targets

Key Customers

Any person, group or organization receiving your product(s) and/or service(s)

Mission Statement

Statement of purpose; fundamental reason for an organization's existence

Objectives

Statements of what you must do well or barriers that you must overcome to achieve a specific goal

Performance Measures

Meaningful indicators that assess progress toward the accomplishment of your goals and objectives

Products and Services

Deliverables that the customer receives

SWOT (Strengths, Weaknesses, Opportunities, Threats)

- **Internal Strengths**— The resources or capabilities your organization has that can be used for accomplishing its mission and vision.
- **Internal Weaknesses**— The deficiencies in resources or capabilities that currently exist that might hinder your organization's ability to be successful.
- **External Opportunities**— The factors or situations that exist beyond your organization that may have a favorable effect on it.
- **External Threats**— The factors or situations that exist beyond your organization that can negatively affect it.

Targets

The numerical value of the performance measure you hope to achieve

Vision Statement

A word picture of the future that the organization intends ultimately to become or to influence