

STRATEGIC THINKING FRAMEWORK

informs 10 to 30+ Years informs 5 to 10 Years **CORE IDEOLOGY** directs 2 to 5 Years Organizational Purpose **ASSUMPTIONS ABOUT** Values THE FUTURE 1 to 2 Years Priorities STRATEGIC INITIATIVES **⇒** Leadership Principles ⇒ Where To Play Strategies MISSION **OPERATING PLAN** ⇒ How To Win Strategies (Reviewed periodically for Business Model STRATEGIC VISION relevancy and currency) ⇒ Revenue Streams **SPECIFIC GOALS** ⇒ Revenue Mix **BROADLY STATED OBJECTIVE KEY STRATEGIC INTENTS ⇒** Economic ⇒ Revenue Diversification What Matters Additional Outcomes ⇒ Key Strategic Pillars Cost To Serve **⇒** Impact Sought **METRICS & MONITORING SIGNIFICANT MILESTONES** Marketing **GENERATIVE THINKING** Funding **KEY ELEMENTS SUCCESSION PLANNING ⇒** Macro Trends Core Components Anticipated Implications ⇒ Resource Allocation ⇒ For the Business Capabilities & Capacity on the Business and ⇒ For the Organization Action Plans for Critical Success Factors Organization ⇒ For the Talent Implementation and ⇒ Key Dependencies Execution **⇒** Gaps