"15 Minute" Business Blueprint

Designed for:

VISION - the compelling reason WHY

Vision paints a compelling and vivid picture of where the organization will be and what it will look like in the future. It gives people hope and a common purpose to rally around. It is the Massively Transformative Purpose! A Vision statement is compelling, brief, powerful, not complete, relevant, and, it solves a problem and takes time to define.

Vision:

Example: We Make Poverty History

MISSION - WHAT

A Mission statement defines what the organization does every day to achieve the Vision. It allows people to see how they contribute each and every day to the fulfilment of the Vision.

Mission:

Example: We match children in need of basic life essentials with donors willing to fund their formative years so they can grown up well nourished, clothed and educated.

VALUES - HOW

Values describe HOW the organization behaves as it drives forward towards its Mission and Vision. It includes a brief written description of each Value chosen. These are commonly referred to as Core Behaviors. Define 3 to 5 Values:

1 -

2 -

3 -

4 -

5 -

Example: Legacy – We will leave it better than we found it

STRATEGY (1 to 5 year view)
BHAG* and Single Most Important KPI

Define the "Big Hairy Audacious Goal" (BHAG*) that your organization must achieve to show progress towards the Vision. Define the Single Most Important Key Performance Indicator (SMI KPI) that clearly shows progress against this goal. (*Registered trademark of Jim Collins and Jerry Porras)

BHAG:

SMI KPI:

Key Strategic Elements

List 3 to 5 core strategic elements that your organization must leverage to achieve its Vision.

1 -

2 -

3 -

4 -

5 -

SMART GOALS

List 3 to 5 SMART goals that are critical contributors to the BHAG. These must align with the Mission and contribute towards the Vision. Goals must be Specific, Measurable, Achievable, Relevant and Time-Bound. Select an owner for each goal and a Key Performance Indicator (KPI) that clearly shows progress against the goal.

1. Owner:_____ KPI: _____ Due Date: _____
Goal:

2. Owner:_____ KPI: _____ Due Date: _____
Goal:

3. Owner:_____ KPI: _____ Due Date: _____
Goal:

4. Owner:_____ KPI: _____ Due Date: _____
Goal:

5. Owner:_____ KPI: _____ Due Date: _____
Goal: