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Definition of Terms:

Strategic Planning	A leadership tool that helps an organization set a strategic agenda/plan and develop long-term goals and execute effective strategies for achieving measurable improvements and results.
Mission	Defines an organization’s purpose – why it exists.
Vision	Defines a future, ideal state of an organization; it is a dream with a plan; it sets forth the desired future direction of the organization.
Core Values	Carefully composed declarations of an organization’s beliefs, ethics, and code of desirable behaviors intended to guide day-to-day actions; describe the behaviors, attitudes, and thinking that an organization will reward.
Trends Analysis	A critical review of the implications of all types of trends on the organization.
Organizational Assessment	A critical review of the organization’s strengths, weaknesses, opportunities, & threats (SWOT analysis) in light of the mission, vision, & trends.
Strategic Focus Areas	Internal or external issues that are fundamentally important to the organization; they describe the major issues facing the organization over the long-term.
Goals	Are broad statements that define desired, end targets.
Objectives	General statements that describe the manner in which the end result/target – or goal – will be achieved.
Strategic Initiatives	Specific, short-term (12-18 months) priority projects.