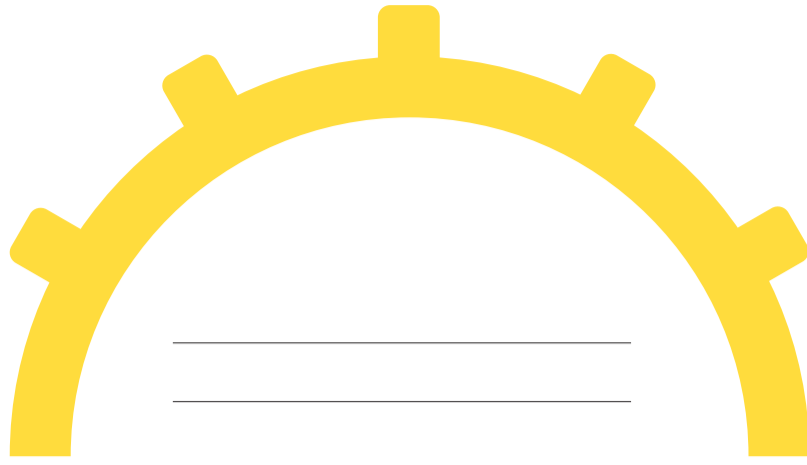


DEPARTMENT:



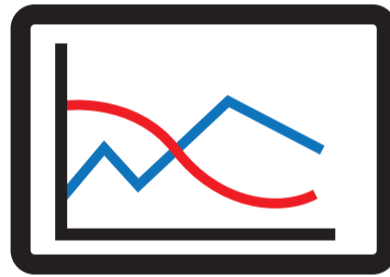
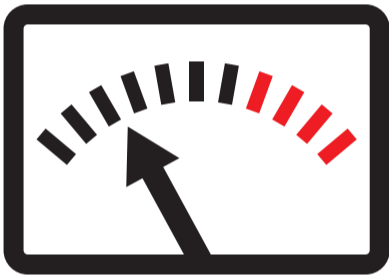
**THEMATIC GOAL**

A single, temporary, and qualitative goal.  
Answers "What is the most important thing this period to succeed?"



**DEFINING OBJECTIVES**

Temporary, qualitative components of the thematic goal.  
The objectives are shared among the leadership team.



\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



**CHALLENGES**

What is stopping us right now?



**STANDARD OPERATING OBJECTIVES**

Ongoing priorities of the organization.  
These are constant and never go away.

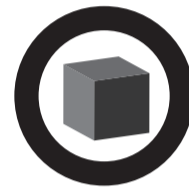
**Goals**  
Follows the P.I.C.S. criteria.



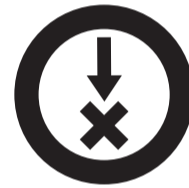
**Positive**  
something motivating not fear based



**Immediate**  
things the you decide to do right away



**Concrete**  
you can see the results in the real world



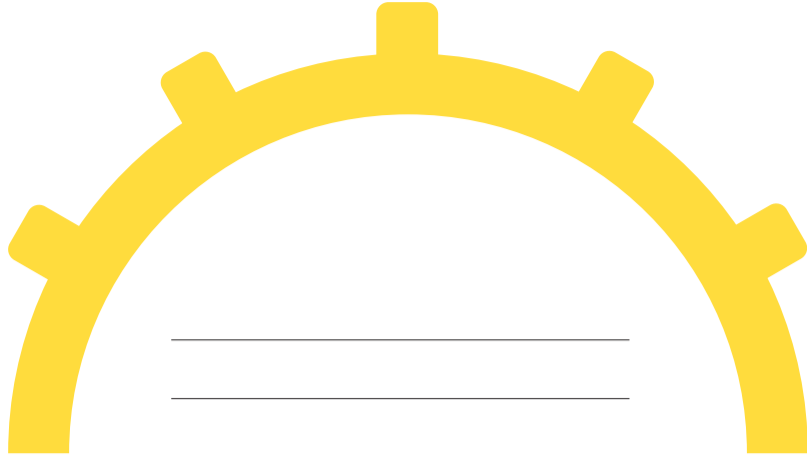
**Specific**  
you can define when, where and what you will achieve your goal



Use the Everest Test - "I want to climb to the summit of Mount Everest before my 40th birthday and take a panoramic picture to frame on my wall as a trophy"

Should be either related to solving a problem or taking advantage of an opportunity.

**DEPARTMENT:**



**THEMATIC GOAL**



**DEFINING OBJECTIVES**



**CHALLENGES**



**STANDARD OPERATING OBJECTIVES**