

Why? (Why do we exist? Our believes or rationale).

Vision (Descriptive long term ambition)

Mission (What value we provide to whom?)

Strategy (How do we operate?)

Roadmap

#1

#2

#3

#4

#5

Values

Defining our
organization
Culture



Why? (Why do we exist? Our believes or rationale).

- Our company "why" statement ie. why we exist "our purpose"
- What do we want to be known/membered from?
- Inspiring, simple & memorable
- Short, limit to 3 to 4 "things" max.



Mission (What value we provide to whom?)

- Our mission should be operative to help drive our actions & initiatives
- What we do and to whom (and as such what we don't do!)?
- Not single product or service based, but future proofed, to drive new ideas, products and services



Strategy (How do we create value?)

Where do we compete? (markets, products, industry). What unique value we bring/generate? (pricing, image, brand?). What resources & capabilities we utilize? (technology, skills, reputation, partners, assets, etc.). How do we sustain our position? (fastest, most agile, etc.)



Vision (Descriptive long term ambition)

- How does news headline/cover story about our company 5-10 years from now look like?
- Bigger is better; "Aim for the stars, land on the moon" - we can achieve more, even if we don't reach our full vision
- Milestones below are used to break down our big vision to smaller targets
- Our vision is meant to give us sense of direction and guide our decisions
- Our vision should also be tangible and measurable
- Iterated & refined over time.



Roadmap

#1

#2

#3

#4

#5

Time based. Or based on product, business or organizations development targets.



SMART targets (Specific, Measurable, Actionable, Realistic, Time-bound)

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Values

Defining our organization culture.

- Every organization has culture
- We can define it, or ignore it and it become what it becomes
- We define our organization culture with mutually agreed set of values

- While our culture is defined with written values, these values are validated only via our collective and real actions we make.
- We protect our culture so our culture can protect our organization

- We protect our culture with agreements to fix issues if someone's actions against our values can not be corrected

