

Strategic Thinking Final Documentation Template

12/01/2015

Goal

The broad purpose or outcome toward which effort is directed.

Objectives

The measurable steps taken to achieve a purpose or outcome. Objectives should be "SMART."

1. **Specific**
2. **Measurable**
3. **Attainable**
4. **Realistic**
5. **Timed**

Strategy

The approach taken to achieve a goal.

Tactics

The specific actions taken to realize a strategy.

Success Measures

The size, degree or rate of something that indicates the objective is being achieved.