Planning Chart - from Vision to Targets

Vision

The outline top-level concept to 2025

Plus long term vision out to 2035 (15 years ahead). Where do we wish to be?

The main needs we wish to fulfill

The benefits we wish to be received

From this develop an AIM = Mission Statement, the next level down:-

Mission Statement

In approx 50 words or less

Covers 5 years for medium term

Focus on strengths, benefits & unique features

Highlight activities – area coverage, people whose needs are serviced, services offered to meet those needs, include major accomplishments to be achieved, capabilities, knowledge & skills, resources. Must be realistic, achievable & concise. Leads to Goals:-

Goals

The third level of expansion and detail on how to achieve the Mission.

Separate the Mission into the main bite-sized chunks, each split further into detailed Objectives:-

Objectives

Specific, measureable, achievable, relevant & time-based.

Near objectives (2 years) & longer (out to five years).

Relate to, and expand the steps required to achieve each goal.

Leads to next level where targets are set:-

Targets

Could be number of patients treated or referred, or starving people fed; time limits for certain achievements; the number of staff employed; sales income targets in next year; funding targets for income. From the targets come the resources needed, which, costed, lead to the budget requirement over the next 3 years. Associated with targets are Key Performance Indicators (KPIs), which provide measures against actual progress (e.g. “All grant applications to be completed by December annually)”.