

TRUE NORTH

Our guiding light – what steers every decision and goal, expressed as a major positive impact on the world/your community of interest. If you deliver your purpose brilliantly this is the impact you you will have on the world.

CORE VALUES

Our core beliefs in action, these help us drive our behaviours in order to deliver on our purpose and our promises.

- a. Differentiating values
- b. Licence to operate values
- c. Future values
- d. Nice place to work values
- e. High performance values

OPERATING PRINCIPLES

Your values, explained.

MISSION

A brief explanation of what you do

BEHAVIOURS

The behaviours you expect from everyone in the organisation, measured and rewarded

PURPOSE

Why you exist, always expressed as a positive benefit to customers or stakeholders, on the all agree is a benefit to them the beating heart of your organisation.

AMBITION

What success looks like in 5-6 yrs, in numbers (profit margin/revenues) and in terms of all internal and external relationships

STRATEGIC PRIORITIES

The 5-6 fundamentals you have to get right to deliver your purpose and your short and long term vision. These will last as projects for years.

OBJECTIVES

The key tactics that will deliver each strategic priority, with measures.

BRAND PROMISE

The slogan that promises a benefit to customers, ususally a USP

