

## 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

