

Purpose

Why does our organization exist?

Mission

What do we do to deliver against that purpose?

Vision

What will our impact be on the world in one year? In two years?

Goals

What are our short term goals?

1. _____
2. _____
3. _____

Attributes

What human characteristics should be reflected in all of our work?

1. _____
2. _____
3. _____

Audience

Who is our current audience?

Who do we aspire to reach?

Competition

Who does our audience associate us with?

Who do we aspire to be associated with?

Differentiation

We are the only _____ that _____.

Consider what, how, who, where, why, when.

How did you do? Let's discuss.

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