

STRATEGIC ROAD MAP

**VISION**

(The 'utopian' outcome)

**MISSION**

(The actions we take to attain the vision)

**VALUES**

(Organisational beliefs or cultural code)

**STRATEGIC FOCUS AREAS**

(Goals that achieve our Mission)

**KEY INITIATIVES or OBJECTIVES**

(That deliver the strategy)

**KEY PERFORMANCE INDICATORS**

(SMART Outputs: what we do i.e. What we do: Who we reach) i.e.

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**KEY PERFORMANCE INDICATORS**

(Outcomes: what difference is there: short, medium, long term)

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