

Anchor Advisors
Strategic Plan Terms

Strategic Plan

Defines strategy and direction for the organization. Sets resource priorities – human, capital, financial. Determines what you will say “yes” to and what you will say “no” to.



Strategic Goals

Main components of the strategic plan. They define the strategy and direction. Strategic goals are complimentary to and in alignment with each other yet separate and distinct. Typically no more than three to five goals in a strategic plan.



Outcome Measurements

What you are aiming for with the strategic goal. Defines success, measures progress. Answers the question “we will be satisfied if this (outcome measurement) happens.”



Tactics

Actions you define and execute in order to achieve the strategic goal and outcome measurements. Tactics will drive the operational plan for the organization, which is separate from the strategic plan.