

30^{be} Strategic Framework

Berlineaton's Strategic Framework is the “plan on a page” where all elements of an organization’s strategic framework are summarized.

Our Strategic Framework starts with Vision (desired future), Mission (unique purpose), and Values (beliefs that drive behaviour) at the top. VMV are further articulated into Goal Pillars, which are broad results that when achieved move an organization closer to living its mission and fulfilling its vision. Under Goal Pillars lie Strategic Priorities, the handful of ‘must dos’ and the non negotiables required to achieve your goals. Nested under each Strategic Priority are key activities which articulate who will do what by when to achieve the Strategic Priorities.

Our “house diagram” highlights “alignment” and the disaggregation of VMV at the top into related Goal Pillars, Priorities, and Activities on the ground. Without this alignment, strategic ‘leakage’ can occur, where resources are being used for something other than the achievement of strategy. At Berlineaton, we help our clients design bold futures, summarize this in a strategic framework, align strategic activities and implement. Through measured implementation, we eliminate the execution gap – the gap that often exists between the ‘plan’ and the ‘realization’ of the plan.

On the following page, we describe each element of our strategic framework and provide examples to inspire the development of your own strategic plan.

Learn more at www.berlineaton.com

