

The Strategy Pyramid



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Vision

1. Vision

The vision in the strategy pyramid refers to the long-term, aspirational future state that an organization aims to achieve.

Mision

2. Mision

The mission in the strategy pyramid is a statement that defines the organization's purpose, what it does, and for whom. The mission is closely related to the vision but is more specific and focuses on the present.

Values

3. Values

Values in the strategy pyramid are the guiding principles that shape the culture and behavior of an organization. They are the fundamental beliefs and principles the organization holds dear and govern its actions and decisions.

Goals

4. Goals

Goals in the strategy pyramid are specific, measurable objectives that an organization aims to achieve. Goals should be ambitious, yet achievable and they should align with the organization's overall direction and purpose.

Strategy

5. Strategy

Strategy in the strategy pyramid refers to the plan of action that an organization uses to achieve its goals. A good strategy should be flexible, as it must be able to adapt to changes in the external environment and internal factors.

Action Plan

6. Action plan

The action plan in the strategy pyramid is the specific set of actions and tactics that an organization will take to implement its strategy. An action plan should be detailed, including timelines, resources, responsibilities, and performance metrics.