

# Doing What Matters

How Leaders Help Individuals and Organizations Thrive

## Initiative

<p><b>SMT CHAMPIONS</b> <b>The leaders who are ultimately responsible for achieving outcomes.</b></p>	
<p><b>PURPOSE</b> <b>The deepest reason for the initiative.</b> The purpose statement drives the development of strategy, tactics, and outcomes. A purpose, however, is not achieved but instead is pursued everyday.</p>	
<p><b>GOALS</b> <b>These are the categories of achievement</b> that must be obtained in order to achieve our purpose / aim. Our goals are SMART: <b>S - Specific</b> <b>M - Measurable</b> <b>A - Attainable</b> <b>R - Realistic</b> <b>T - Timely</b></p> <p><i>DEFINITION A goal is an observable and measurable end result having one or more objectives to be achieved within a more or less fixed timeframe.</i></p>	
<p><b>STRATEGIES</b> <b>Our plans of action that will help us achieve our goals.</b></p> <p><i>DEFINITION A plan of action to achieve a goal.</i></p>	
<p><b>TACTICS</b> <b>Concrete ways that we implement our strategies.</b></p> <p><i>DEFINITION Systematic determination and scheduling of immediate or short-term activities required in achieving the objectives of strategic planning.</i></p>	
<p><b>OUTCOMES</b> <b>Measures that help us determine whether we are achieving our purpose</b> so that we stay focused on what was intended. To accomplish this measures are articulated as short-term and long-term as well as qualitative and quantitative data points from multiple viewing points thereby providing a holistic view.</p>	