



SILOS, POLITICS AND TURF WARS

The single, contemporary and qualitative **rallying cry** shared by all members of the team

Thematic Goal

The temporary, qualitative components of the thematic goal; shared by all members of the team

Defining Objective **Defining Objective** **Defining Objective** **Defining Objective** **Defining Objective**

The ongoing priorities of the organization; shared by all members of the team

Standard Operating Objective **Standard Operating Objective** **Standard Operating Objective** **Standard Operating Objective** **Standard Operating Objective**