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

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

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

Thematic Goal

Defining Objective  Defining Objective  Defining Objective  Defining Objective  Defining Objective

Standard Operating Objective  Standard Operating Objective  Standard Operating Objective  Standard Operating Objective  Standard Operating Objective