

DRCOG Strategic Planning Model

Strategic 'altitude'

30,000 ft

What is our purpose?

Mission

**Communities/
Residents needs** →

What is our 'view' of the future?

Vision

25,000

What performance *lenses* should we use to evaluate results?

Strategic Perspectives

What are our main focus areas? (Pillars of Excellence) What outcomes do we want for our communities & residents?

Overarching Themes and Outcomes

What continuous improvement activities will support our outcomes?

Objectives

How do we create and improve value for our communities/residents?

Strategy Map

How will we know if we are achieving the results we want?

Performance Measures and Targets

15,000

Ground level

Strategic Projects/Action Strategies

What projects/actions will best contribute to our outcomes?

