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| <p><b>Core Ideology</b> ·An organisation's consistent identity which remains fixed no matter what</p>   |  | <p><b>Envisioned Future</b> An organisation's envisioned future could simply be described as the realisation of its goals in a way that's true to its values and purpose</p>  |   |
| <p><b>Core Values</b><br/>Collins and Porras define "core value" as a value "so fundamental and deeply held that they will change seldom, if ever".</p> | <p><b>Core Purpose</b><br/>Helps employees understand what they are working towards and how their efforts contribute to the organisation as a whole.</p> | <p><b>Big Hairy Audacious Goal</b><br/>Collins and Porras found that visionary companies often have big hairy audacious goals. The goals should stretch and inspire, be concise and easy to understand, and be SMART.</p> | <p><b>Vivid Description</b><br/>It should paint a picture with words of what the business will look like in 10-20 years. It should convey feelings of passion, emotion, conviction that will accompany the achievement of the goal.</p> |
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