



## CULTURE IMPACT

# MISSION: STRATEGIC DIRECTION & INTENT

**What are the strategic priorities that will focus our efforts over the next 12 – 36 months?**

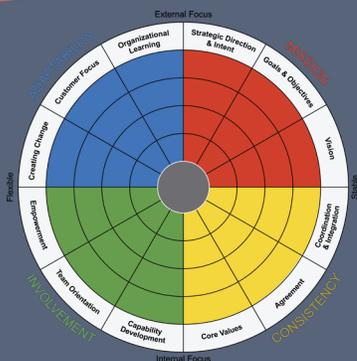
Strategic Direction describes a deliberate set of activities designed to move the organization closer to the vision. It is often driven by a Strategic Planning process that is used to set priorities, focus energy and resources, strengthen operations, and ensure that people are working toward common priorities.

### **Do our strategies serve as a link between our vision and nearterm goals?**

An important aspect of the culture and leadership work we do at Denison Consulting is creating alignment throughout an organization. We work with clients to assure that the strategies they develop support the vision and guide the goal setting process. We also view strategy as emergent rather than static. It is important to adjust your strategies based on feedback from the marketplace.

To support you, we offer a range of solutions for developing a focused strategic direction in your organization:

- A defined roadmap for linking strategies to the vision
- Prioritize and clarify the key imperatives that will be the focus for the organization over the next 1 - 3 years and the rationale for those choices
- Clarify what the organization will not do and why
- Use the organization's Strategic Imperatives to help guide the cascading of Goals and Objectives that link team and individual effort to the Strategies



### **Think Systemically:**

When considering work in the area of Strategic Direction it is important to consider whether the organization is positioned to execute against the strategic priorities.

It is also important to look closely at other areas of the Denison Model.

For example, is it clear how the strategy informs Goals & Objectives and supports the Vision, creating line-of-sight between the near-term and long-term priorities?

Are our strategies having the desired impact with our customers/stakeholders?

Do our strategies result in coordinated effort across the organization?

Are we tracking changes in the external environment that inform our strategic planning process?