**ALIGN YOUR PERFORMANCE OBJECTIVES**

**10 Questions to Understand your Organisation’s Strategy**

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| **1. What is the stated purpose, vision and values of the business?** |
| **2. Where is the business positioned in the market(s) it serves?** |
| **3. What are the financial ambitions – growth and profitability? Or if Not For Profit – what are the organisation’s ambitions/desired outcomes?** |
| **4. What are the major customer groups?** |
| **5. How does the business create value for each customer group? What is the differentiating value proposition? (Lowest cost/best service/most innovative product)** |
| **6. What does the business need to excel at to deliver value and excellence in its operations to maximise productivity?** |
| **7. What does the business need to excel at to deliver on the customer relationship strategy and drive growth?** |
| **8. What are the long-term objectives for growth and innovation?** |
| **9. What organisation and leadership capabilities will need to be acquired/developed/strengthened to enable the objectives identified above?** |
| **10. How does the culture enable the business ambitions?** |