

INTERNAL CONTINGENCIES **(Controllable by the Community)**

VISION/MISSION

A long-term road map of where the organization is headed. It creates organizational purpose and identity. A well-written vision should be a prerequisite for effective strategic leadership in an organization. The vision should address the following:

- Where does the organization plan to go from here?
- What business do we want to be in?
- What customer needs do we want to satisfy?
- What capabilities are required for the future?

ORGANIZATIONAL OBJECTIVES

Stem from the vision and mission. They convert the vision and mission into performance targets to be achieved within a specified time frame. Objectives can be thought of as signposts along the road that help an organization focus on its purpose as stated in the mission statement.

MARKETING GOALS

Marketing goals guide the strategic marketing process and are based on organizational objectives. A goal is a short-term purpose that is measurable and challenging, yet attainable and time specific.

ORGANIZATIONAL STRATEGIES

Organizational strategies are the means by which the organization achieves its organizational objectives and marketing goals. Whereas the organizational vision, mission, objectives, and goals are the “what,” the organizational strategy is the “how.”