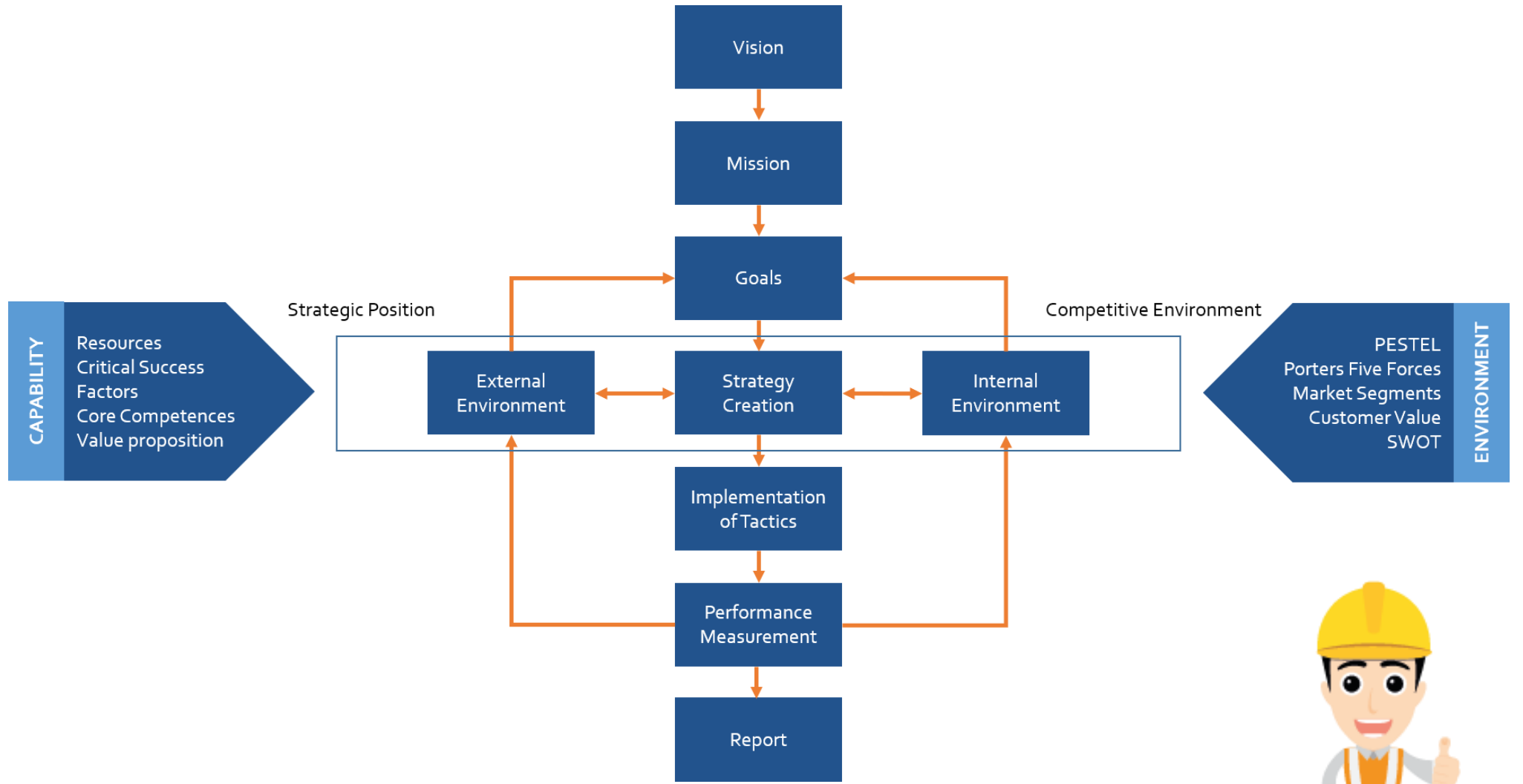


STRATEGY



TERM	DEFINITION	EXAMPLE
Mission	Overriding purpose in line with the values or expectations of stakeholders	Build a resilient top 100 construction company.
Vision or strategic intent	Desired future state: the aspiration of the organisation	The be regarded as the best construction company for delivering value to public sector clients across the UK.
Aims/Goals	General statement of aim or purpose	10% market share on public sector frameworks
Objective	Quantification (if possible) or more precise statement of the goal	Profitability > 5% Net promoter score > 25 CSR measures (people, place, market, environment)
Unique resources and core competences	Resources, processes or skills which provide 'competitive advantage'	A world class organisation with excellent people, processes and systems.
Strategies	Long-term direction	Winning work, operational excellence (Lean), digital & BIM, corporate social responsibility.
Control	The monitoring of action steps to: - assess effectiveness of strategies and actions, - modify strategies and/or actions as necessary.	Financial performance ratios Risk management Performance measurement