4 Milestones
What major milestones have we already accomplished?

5 Ideas
What ideas have we had that we should consider turning into goals in the future?

6 Roadblocks
What is keeping us from reaching our full potential?

7 Resources
What are our greatest resources?

8 Quarterly Goals/Problems
In the next 90 days, what are our specific, measureable, targets of accomplishment?

9 Short-Range Goals/Problems
In the next 0-2 years, what are our specific measureable, targets of accomplishment?

10 Mid-Range Goals/Problems
In the next 2-5 years, what are our possible targets of accomplishment?

11 Long-Range Goals/Problems
In the next 5-20 years, what are we dreaming of accomplishing?

3 Objectives
In what 3-7 areas will we continue being actively involved in the future?

2 Purpose
Why do we exist?

2A. Primary Result
What is the best single measurable indicator of the health of our total organization?

1 Needs
What needs do we feel deeply burdened by and uniquely qualified to meet?

What needs make us weep or pound the table?

1
2
3
4
5
6
7
8

1.
2.
3.
4.
5.
6.
7.
8.