## STRATEGIC CLARITY

**5**

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| --- | --- | --- | --- |
| **1** | **WHY DO WE EXIST?** | **2** | **WHO DO WE SERVE?** |
| **3** | **WHAT DOES SUCCESS LOOK LIKE?** (outcomes) | **4** | **HOW WILL WE SUCCEED?** (three strategic anchors) |

**WHAT IS MOST IMPORTANT RIGHT NOW?** (July and August)

**[mantra]**

Everyday Chapter Operations

Our Primary Objectives

Our Thematic Goal

Sponsorship

Technology

Marketing

Training

Programs

Finances / Budget

Objective 4

Objective 3

Objective 2

Objective 1

**6**

## WHO WILL DO WHAT?

**Operations Action Items**

**Strategic Action Items**