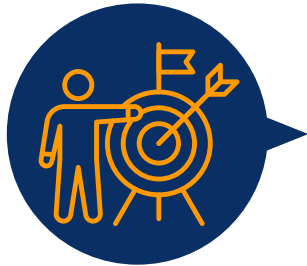


CORE PROCESS

Strategic Planning & Leadership

PURPOSE

To define, track, and execute the organization's strategic priorities through disciplined leadership and a strong culture of accountability.



01

VISION & GOAL SETTING

Owner: CEO / Executive Leader

- Set a clear long-term vision and multi-year strategic goals for the organization.
- Translate the vision into annual priorities and measurable targets.
- Define a focused set of quarterly strategic priorities for the leadership team.
- Communicate the vision and priorities broadly so teams understand where the organization is headed.



02

WEEKLY LEADERSHIP MEETINGS

Owner: Leadership Team

- Review key performance metrics and identify areas that are off track.
- Surface and prioritize issues that are blocking progress on strategic priorities.
- Make decisions, assign owners, and set clear next steps with due dates.
- Track completion of action items and adjust plans as needed to stay on course.



03

PEOPLE & CULTURE MANAGEMENT

Owner: HR / Executive Leader

- Regularly review leaders and key roles for performance, role fit, and values alignment.
- Identify people and culture issues that impact execution or team health.
- Provide feedback, coaching, or role adjustments to address gaps.
- Recognize and reinforce behaviors that support the organization's values and strategy.



04

QUARTERLY & ANNUAL PLANNING

Owner: CEO / Leadership Team

- Review results against goals and assess what is working and what is not.
- Refresh or reset strategic priorities and targets for the next period.
- Align departments and teams around updated goals and expectations.
- Capture key decisions, communicate the plan, and confirm ownership for execution.