



# Roadmap to Organizational Victory

 By Carl Tompkins

The Way of Business  
16720 N. Dean Road  
Nine Mile Falls, WA 99026  
Phone: 509.939.4808  
E-mail: [mike@thewayofbusiness.org](mailto:mike@thewayofbusiness.org)

Educating People in  
God's Way of Doing  
Business!



Each of the terms listed below represent a stop-over point in the journey of organizational victory, which lies at the final point of destination. Each step is posted in it's order of arrival and when the journey is complete, the organization has done everything required that will enable it to be successful.

## Vision

A vision statement defines the targeted outcome of your organization's work. Make your vision statement as short as possible; one, possibly two sentences. Note that vision statements typically are ongoing, absent a final arrival.

## Mission

A mission statement defines how your organization will achieve it's vision statement. Consider and state what actions you will take. The length of a mission statement can be a short paragraph. Be specific in your defined actions.

## Values

Values represents a list of beliefs, attitudes and behaviors that define the manner in which you organization will operate. Typically, a code of values will list twelve specific subjects. The code of values is referenced regularly by the organization to ensure that all actions taken will be complaint.

## SMART Goals

SMART Goals are established to set the wheels of activity into motion, each being considered a subset of the vision statement, mission or values. The acronym "SMART" stands for SPECIFIC, MEASURABLE, AGREEABLE, REALISTIC and TIME-BOUND. It's important to be goal directed.

## Activity Guide

To make activities count, they must contribute to goal attainment. There are seven required considerations to be made prior to any action taken that will consume resources. By utilizing the Activity Planning Guide, the work conducted by the organization will be most efficient and effective.