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## THE SIX RINGS MODEL

This tool defines the six elements of a strategic plan and shows their relationship and inter-dependence. This is a valuable tool to use in guiding an effective strategic planning process.

**Overview:** The Six Rings Model starts with defining purpose and core values. A vision then flows from these two. Together, they form the "strategic focus" and provide a litmus test for all other decision-making. Once the strategic focus is defined, the next step is detailing the goals, objectives, and actions. See the chart on the following page.

Here's a list of terms and what they mean under the Six Rings Model:

**Purpose:** A succinct statement of why the organization exists and what it does.

**Core Values:** Qualities essential to the organization's success – like financial sustainability or reliability.

**Vision:** A clear statement of a future result or end state that the organization wants to achieve.

**Goals:** The priorities for realizing the vision, purpose, and values.

**Strategies:** Key initiatives needed to achieve the goals.

**Objectives:** Measurable milestones toward achieving the goals.

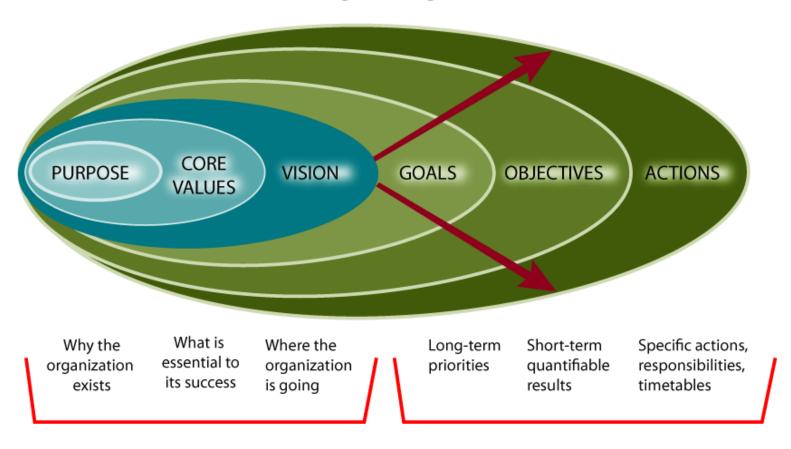
**Actions:** Actions taken in support of objectives, with timelines and assignments of responsibility.

**Performance Measures:** Measures of success tied to the strategic plan, consisting of metrics and targets.

**Strategic plan:** A document that consolidates these elements into a coherent whole.

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## Six Rings Planning Model©



THE STRATEGIC FOCUS

THE PLAN