Introducing the major components of a strategic plan in a brief tutorial:

- **Vision** – the "**why**" – what is the reality we wish to create? (5000 feet)
- **Mission** – **What** we do as an organization (1000 feet)
- **Core values** – **How** we wish to comport ourselves as we perform the mission
- **Overarching goals** -- **Where** we wish to focus to accomplish the mission and bring our vision into being (500 feet)
- **Area goals** (100 feet) – **Who** will accomplish the mission
- **Actions to complete these goals** – (on the ground)