## Vision

An ideal that guides the leader without a time constraint that provides motivation for all people.

## Mission

How the leader interprets the vision to provide high level value statements for management to create business cases from. Strategy

## Goals

Based on a mission, management provides achievable business cases that can propose business value to capture. Tactics

## Objectives

The high level requirements statements that provide the first defined and measurable results in being able to meet the goals.

## CSF

The qualities that indicate your interpretation of meeting objectives based on values and beliefs you hold.

## KPI

The kinds of intelligence that need to be interpreted to be able to know if the CSFs are being met.

## Metrics

The measurement description with units that have to be done in order to provide data to an analyst for creating a combined value as a KPI.

## Measurements

The quantitative data that are raw data used to consolidate into KPIs and designed by metrics.