

# Foundations of a Planning Framework

## Core Purpose

- In no more than five words, our fundamental, unchanging, almost sacred purpose.
- *Why* we are here, who we are, what we strive to be about.
- The big picture.
- A call to action, so it includes an action verb.
- Once discovered, the Core Purpose appears self-evident, and intuitively obvious to others.

*Examples:*

1. Disney: Make people happy.
2. A science museum: Make a difference in people's lives.
3. A community college: Enrich lives.
4. A community college student aid team: Help students achieve educational goals.

## Core Business

- In one to seven words, *what* we do to pursue the Core Purpose, or the vehicle by which we pursue it.

*Examples:*

1. Disney: Entertainment
2. A science museum: Making science real
3. A community college: Creating accessible learning opportunities
4. A community college student aid team: Financial assistance

## Organizational Mission

- Together, the Core Purpose and Core Business comprise a compelling organizational mission statement.

*Examples:*

1. Disney: Make people happy *through* entertainment.
2. A science museum: Make a difference in people's lives *by* making science real.
3. A community college: Enrich lives *by* creating accessible learning opportunities.
4. A community college student aid team: Help students achieve educational goals *through* financial assistance.