

What is the **PURPOSE** (*aim or mission*) of the organisation?

What is the **VISION** (*image of the desired future state*) for the organisation?

What are the **VALUES** (*qualities to which the organisation aspires in behaviour and relationships*) of the organisation?

Who are the **PEOPLE** (*individuals and groups*) working in relationship with one another, with clients, suppliers and other key stakeholders?

What are the **PROCESSES** (*sequences of actions*) that enable the organisation to meet its purpose and serve its clients?

What are the **PROCESS MEASURES** (*indicators of process performance*) for the organisation?

What **FEEDBACK** (*information about the system*) is used to improve products, processes and performance?

What are the **OUTCOMES** (*benefits to clients and stakeholders*) from the activities of the organisation?

Who are the **CLIENTS** (*recipients and beneficiaries of the products and services*) of the organisation?

What are the **OUTPUTS** (*tangible deliverables*) from the activities of the organisation?

What are the **RESULTS MEASURES** (*measures of success*) for the organisation?

Value Adding Processes and Relationships

Who are the **SUPPLIERS** (*individuals and organisations who provide inputs*) to the

What are the **INPUTS** (*external resources*) required by the organisation?

Who are the **OTHER STAKEHOLDERS** (*individuals and organisations with a vested interest in the success*) of the organisation?