THE HIERARCHY OF GOALS

The STRATEGY
— of everything

HIERARCHY OF GOALS

Vision | Defines ultimate objective | 5-10+ Years

Mission | How do we achieve our vision? | 3-5 Years

Strategic Goals | How do we achieve our mission? | Quarterly / Yearly

Tactical Goals | How do we achieve our Strategic Goals? | Monthly / Quarterly

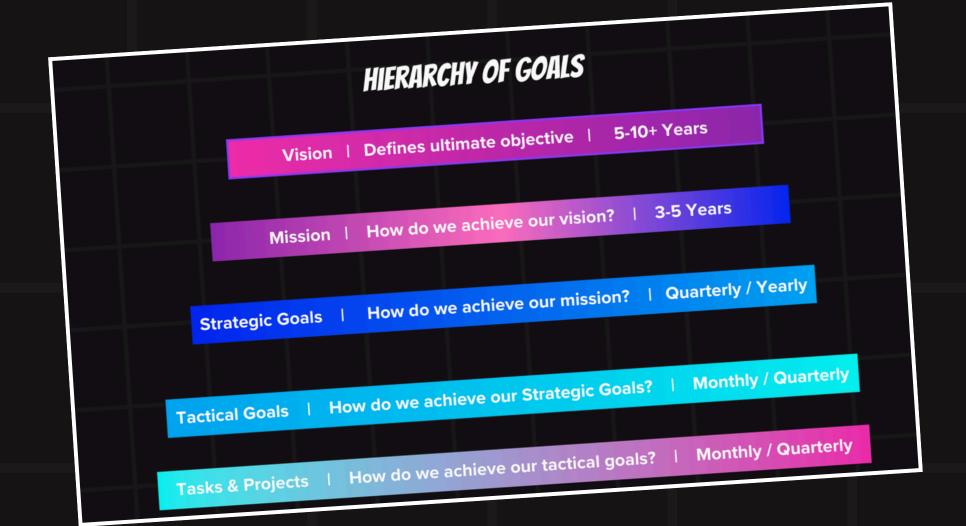
Tasks & Projects | How do we achieve our tactical goals? | Monthly / Quarterly

THE HIERARCHY OF GOALS



Get aligned. Get moving.

The Hierarchy of Goals helps you break down ambitious visions into practical action. Whether you're leading a team, building a business, or chasing personal growth, this tool helps you stack your goals from the big picture to the day-to-day grind.







Step 1: Start with the Vision

What's the future you're aiming for? Think long-term and high-level.

Step 2: Define Your Strategic Goals

What major goals need to happen to bring that vision to life? These should be bold but achievable over time.

Step 3: Set Operational Goals

Translate your strategic goals into more specific, shorter-term objectives.

Step 4: List Key Projects & Initiatives

What are the major efforts or campaigns that support those operational goals?

Step 5: Outline the Tactics & Tasks

Break each project into specific tasks or actions. This is your execution layer.

HOW INDIUDUALS CAN USE IT



© Clarify Priorities

Know where you're going and what really matters.

Break Down Big Goals

Avoid overwhelm by turning your vision into steps you can actually take.

© Stay Focused

Use it to filter out distractions and make better day-to-day decisions.

HOM TEAMS CAN USE IT



Align Around Shared Goals

Make sure everyone knows what they're working toward—and why.

Connect the Big Picture to Daily Work

Bridge strategy and execution so your people know how their tasks ladder up.

M Track Progress and Pivot When Needed

Use it as a living document to measure what's working and adjust when it's not.

HOW COMPANIES CAN USE IT



m Create Strategic Clarity at Scale

Help departments, teams, and individuals all align with the same long-term vision.

Fuel Execution Without Losing Focus

Ensure that every tactic and project connects directly to the business's strategic objectives.

Review and Realign

Use the tool quarterly or yearly to adjust your goals based on results and evolving context.

Projec	:t	
By .		
Date .		

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Tasks & Projects | How do we achieve our tactical goals? | Monthly / Quarterly



TURN GOALS INTO MOMENTUM

Let's build your strategy, one layer at a time. Need help aligning your team, setting the right goals, or breaking vision into action?

We run custom Hierarchy of Goals workshops for individuals, teams, and entire companies.



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