

# ***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

The **STRATEGY**  
— of everything

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-BY-STEP

## 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 INDIVIDUALS CAN USE IT***

The \_\_\_\_\_  
**STRATEGY**  
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## **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.

# ***HOW* TEAMS CAN USE IT**

The \_\_\_\_\_  
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## **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.

## **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***

The **STRATEGY**  
— of everything

## **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.



Project \_\_\_\_\_  
By \_\_\_\_\_  
Date \_\_\_\_\_

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# ***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.

## Contact Us

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