Approach

What does the entity/team deliver?

OUTPUTS – SPECIFIED SERVICES AND PRODUCTS (including documents)

How does it do it?

ACTIVITY/METHODOLOGY – Our processes, methods, and how we choose to structure our team/organisation

Who is involved

Who benefits from what we do?

BENEFICIARY/CONSUMER

Who pays for what we do?

FUNDER AND POSSIBLY CUSTOMER

Why does it do what it does – what is it trying to achieve

OBJECTIVE – shorter term goals and achievements

Why is it trying to achieve that?

OUTCOME – longer term impacts and achievements

Brand

What position does the entity want to occupy in the market or inside the business?

How does it want to be perceived?

What does it stand for?

Change

What is changing in the world around us?

What are the major challenges/issues facing us?

What do we need to change, what do we need to do differently?