

The Purpose Pyramid

Purpose

Why your company exists.

Your purpose is like a North Star, providing direction yet never reached. It's what you stand for as an organization and acts as a filter for pursuing new opportunities. A mission is meant to be accomplished, a purpose is meant to guide you for 100+ years.

Mission

What you are primarily focused on accomplishing.

Your mission is your path to purpose. It drives you to make a specific inspiring impact. A mission is meant to be accomplished over years or decades.

Mission-Critical Outcomes

The outcomes that must exist for your mission to be accomplished.

Mission-Critical Outcomes are the ingredients needed to produce the impact you intend. They are preconditions essential for mission success and should be described as outcomes that represent a necessary change the organization can enable. It's common that these outcomes take many years to accomplish.

Performance Measures

How you measure your progress towards your mission-critical outcomes.

Performance Measures provide the necessary feedback to know if you're on track to accomplishing your mission. They should be specific and meaningful as well as both quantitative and qualitative; no numbers without stories, and no stories without numbers.

Milestones

The building blocks to accomplish your mission-critical outcomes.

Milestones are the early and intermediate successes that are necessary for long-term outcomes to be reached. They are typically achieved within a period of months or years.