

Articulating a Vision

CORE IDEOLOGY

Core Values

Core values are the handful of guiding principles by which a company navigates.

Core Purpose

Core purpose is an organization's most fundamental reason for being.

ENVISIONED FUTURE

BHAG

Big, Hairy, Audacious Goals (BHAGs) are ambitious plans that rev up the entire organization.

Vivid Description

Vivid descriptions paint a picture of what it will be like to achieve the BHAGs.

Example:

In the 1950s, Sony's goal was to "become the company most known for changing the worldwide poor-quality image of Japanese products." It made this BHAG vivid by adding, "Fifty years from now, our brand name will be as well known as any in the world . . . and will signify innovation and quality. . . . 'Made in Japan' will mean something fine, not something shoddy."

