

Core Questions - What Matters Most?

- 1 What is the core purpose or mission of your organisation?
- 2 What is the desired future direction or vision of your organisation?
- 3 What are your organisation's core behaviours or values?
- 4 What are your organisation's key measures and objectives?
- 5 What are your organisation's core processes?
- 6 What are your products and services and their target markets and customers?
- 7 What is the rationale behind your organisation's structure?
- 8 What are your main working alliances and partnerships?
- 9 What are your organisation's current and planned innovations?
- 10 What sets you apart in your field?