

<p>Core Ideology ·An organisation's consistent identity which remains fixed no matter what.</p>		<p>Envisioned Future An organisation's envisioned future could simply be described as the realisation of its goals in a way that's true to its values and purpose.</p>	
<p>Core Values Collins and Porras define "core value" as a value "so fundamental and deeply held that they will change seldom, if ever".</p>	<p>Core Purpose Helps employees understand what they are working towards and how their efforts contribute to the organisation as a whole.</p>	<p>Big Hairy Audacious Goal Collins and Porras found that visionary companies often have big hairy audacious goals. The goals should stretch and inspire, be concise and easy to understand, and be SMART.</p>	<p>Vivid Description It should paint a picture with words of what the business will look like in 10-20 years. It should convey feelings of passion, emotion, conviction that will accompany the achievement of the goal.</p>