

# Understand the Direction

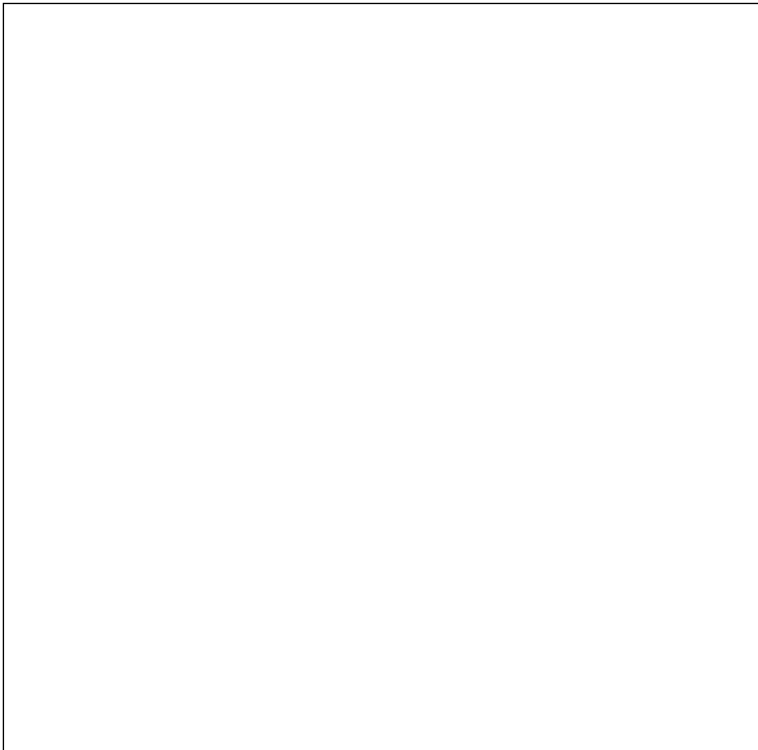
## Vision

**Vague, Far Away, Decades**

**Aspirational statement. A vision for the organization. Typically customer facing.**

Challenge

6 months to 3 years



Date: \_\_\_\_\_

Metrics (s): \_\_\_\_\_

\_\_\_\_\_

Other Characteristics:

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