

STRATEGIES LINKED TO KEY SUCCESS MEASURES

Means and Ends

INSTRUCTIONS

1. Fill in your lists of Core Strategies and Key Success Measures (KSM)
2. Take each KSM separately and work horizontally to put a ✓ in each strategy box that helps you to achieve the KSM (or use High-Medium-Low to be more specific)
3. Once you've completed this task for each KSM, look at the results

Are you satisfied that doing your Core Strategies will ultimately achieve all your KSMs?

CORE STRATEGIES = MEANS KEY SUCCESS MEASURES = ENDS	1	2	3	4	5	6	7	8	9
	1								
2									
3									
4									
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8									
9									
10									
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12									
13									
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15									

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CORE STRATEGIES and KEY SUCCESS MEASURES

MEANS → ENDS

BOTH IMPORTANT, BUT DIFFERENT

Key Success Measures (KSM) are sometimes confused with strategies.

1. Core strategies are the primary “means” to the “end” (*Ideal Future Vision*).
2. KSMs are usually output or final measurements of this “end” (*Ideal Future Vision*).

THE GUTS OF STRATEGIC PLANNING

Strategies and KSMs are the “guts” or “meat” of strategic planning. Thus, they are the two parts of the strategic planning final document that are used by the strategic change Steering Committee to track the progress and success of your strategic plan.

IN SUMMARY

- KSMs are “outcome measures” of success.
- Core strategies are the primary “means” to achieving the ends (*embodied by the outcome measures*).

**Thus:
to some people...
KSMs = Goals
and
Core Strategies = Objectives**

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