# THE STRATEGIC PYRAMID

## PURPOSE

THE REASON YOU EXIST BEYOND MAKING MONEY (NEVER CHANGES)

#### MISSION

A MASTER PLAN FOR CREATING VALUE (5–20 YEARS)

## VISION

A SHARED PICTURE OF MISSION SUCCESS (5–20 YEARS)

## GOALS

SHORT-TERM OBJECTIVES THAT SUPPORT YOUR MISSION AND VISION (1–5 YEARS)

-MARTY NEUMEIER, THE DICTIONARY OF BRAND, 2017 | LIQUID AGENCY