



Silos, Politics and Turf Wars

THEMATIC GOAL

DEFINING
OBJECTIVE

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OBJECTIVE

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STANDARD
OPERATING
OBJECTIVE

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OPERATING
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OBJECTIVE

STANDARD
OPERATING
OBJECTIVE

THEMATIC GOAL

The single, contemporary and qualitative **rallying cry** shared by all members of the team

DEFINING OBJECTIVE

The temporary, qualitative components of the thematic goal; shared by all members of the team

STANDARD OPERATING OBJECTIVE

The ongoing priorities of the organization; shared by all members of the team