

THE SIX RINGS MODEL

This tool defines the six elements of a strategic plan and shows their relationship and inter-dependence. This is a valuable tool to use in guiding an effective strategic planning process.

Overview: The Six Rings Model starts with defining purpose and core values. A vision then flows from these two. Together, they form the “strategic focus” and provide a litmus test for all other decision-making. Once the strategic focus is defined, the next step is detailing the goals, objectives, and actions. See the chart on the following page.

Here’s a list of terms and what they mean under the Six Rings Model:

Purpose:	A succinct statement of why the organization exists and what it does.
Core Values:	Qualities essential to the organization’s success – like financial sustainability or reliability.
Vision:	A clear statement of a future result or end state that the organization wants to achieve.
Goals:	The priorities for realizing the vision, purpose, and values.
Strategies:	Key initiatives needed to achieve the goals.
Objectives:	Measurable milestones toward achieving the goals.
Actions:	Actions taken in support of objectives, with timelines and assignments of responsibility.
Performance Measures:	Measures of success tied to the strategic plan, consisting of metrics and targets.
Strategic plan:	A document that consolidates these elements into a coherent whole.

Six Rings Planning Model©

