

Step 1. What do you do?	Definition. Describe in one-sentence what your organization does... why it exists.		
Step 2. Why do you do it?	Strategic Goal. What strategic goal(s) best fit your organization? (Check most applicable) <input type="checkbox"/> Scottsdale's Unique Lifestyle <input type="checkbox"/> Support Economic Vitality <input type="checkbox"/> Enhance Neighborhoods <input type="checkbox"/> Preserve Open Space <input type="checkbox"/> Seek Sustainability <input type="checkbox"/> Advance Transportation		
	Customers. Who are your primary customers?		
	Outcomes. What desired results are you trying to achieve from the perspective of your customers?		
	External Indicators and Conditions. What external indicators and demands impact what you do and why you do it?		
Step 3. How do you do it?	1. Service	2. Service	3. Service
	Context Measures (Inputs/Outputs/Indicators).	Context Measures (Inputs/Outputs/Indicators).	Context Measures (Inputs/Outputs/Indicators).
Step 4. How well do you do it?	Efficiency/Cost-effectiveness.	Efficiency/Cost-effectiveness	Efficiency/Cost-effectiveness
	Effectiveness Measures	Effectiveness Measures	Effectiveness Measures





Indicators

Conditions

Efficiency

Effectiveness

Productivity

Cost-Effectiveness

