Next:
Common use cases

Micro Method

Long-term Company Goals v 0.2

Define a holistic long-term vision for your company by setting ambitious yet actionable goals that lock your mission in.

Ensure your company's future reflects your team's shared values, aligns with your vision for positive impact, and is set up to thrive in a rapidly changing world.

- Team
- Business
- Governance
- Ecosystem

Learn more at **project-align.org/company-goals**

Business
Market resilience, growth, customers, positioning, reputation, innovation

Ecosystem
Ecosystem role, partnerships, value-chain, incumbent dynamics, shareholders

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Long-term Company Goals v 0.2

Next: Instructions & tips

Set Company Goals to **help reframe commonly experienced tensions into long-term opportunities**

Tension

*I'm worried that **my co-founders, colleagues and board aren't aligned** on where the company is heading in the future!*

Opportunity

Align with co-founders, colleagues and the board on what success looks like.

- How does my vision align or misalign with that of my co-founders or colleagues?
- How can we merge these ideas into a unified and viable vision that supports our desired impact, to communicate with the board?

Tension

*We're growing fast, but I'm concerned short-term decision making means **we're losing alignment with our mission and values!***

Opportunity

Lock-in your mission for the long-term.

- How can we set long-term goals that provide framing for short-term decision making?
- How can we implement a governance structure that ensures our mission is locked-in, and key personnel are accountable for long-term consequences and our desired impacts?

Tension

***Our company culture is feeling disconnected**, and it's a challenge to convince the team we have a mission-aligned vision!*

Opportunity

Reinforce commitment to the mission in how you're building long-term.

- What type of company culture do we want to build to ensure our teams are empowered to pursue our mission?
- How do our long-term business, governance and ecosystem goals reinforce our commitment and communicate the roles people will play?

Tension

*We're **unsure how to build a business model** that supports and sustains the impact we want to create!*

Opportunity

Rethink your business model by aligning common goals with your ecosystem.

- What does long-term commercial growth look like so that our partners and customers are incentivised to contribute to our mission?
- How can we become a trusted partner to create the engagement and collaboration needed to speed up progress?

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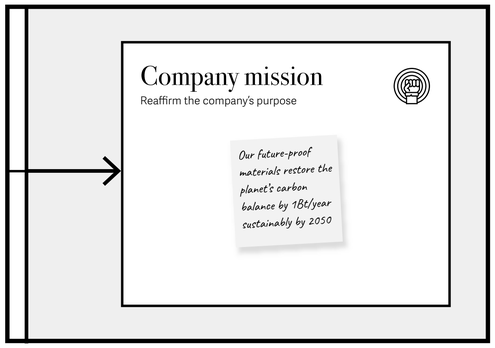
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Long-term Company Goals v 0.2

Next: Set Long-term Company Goals

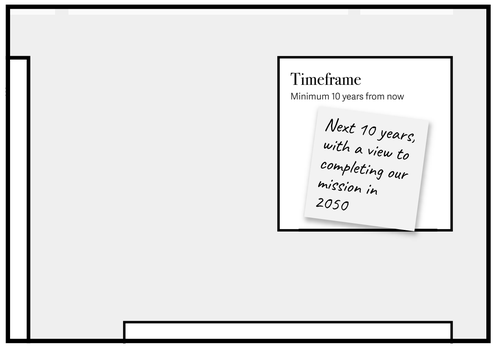
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Reaffirm your mission

Begin by writing your company's mission in the box on the right.

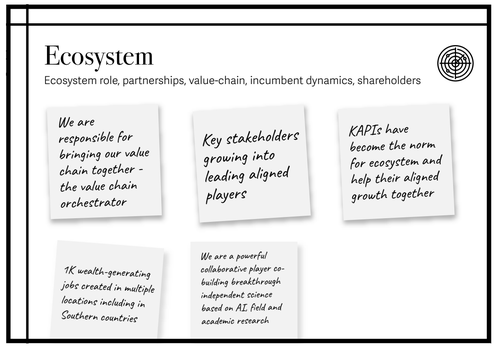
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Set a timeframe

Decide on a long-term horizon for your goals—at least 10 years from now—to ensure planning focuses on when you believe your mission will be completed.

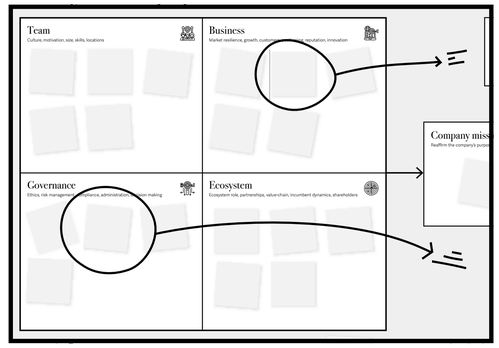
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Set long-term goals

Explore each area by writing goals that help you consider how things look long-term for the company in terms of the team, business, governance and ecosystem.

4



Review and prioritise

Review your goals and check for misalignments towards the mission, or with the perspectives of your co-founders and colleagues, and prioritise next steps.

Tips for success

Collaboration

Engage co-founders, leadership or team members from different departments to complete it together, encouraging shared ownership, sparking discussion and diversifying views.

Win/win outcomes

Within each dimension - team, business, governance and ecosystem - consider what the incentives are for other stakeholders, and design goals that align with their needs to in order to further progress collectively.

Action plan

Translate your goals into actionable short-term steps using the Alignment Plan Micro Method, referring back to keep check on your long-term vision.

Use other Micro Methods

Complete alongside the 360° Impact Map and Ecosystem Map Micro Methods to create a complete picture of what your company is trying to achieve.

Practical bits

- The Long-term Company Goals Micro Method is the last page of this PDF.
- Use in the format most suited to your needs: print it out and scribble on top, scale to A1 and gather round with post-it notes, embed into Miro, Figma or your favourite presentation tool and type on top.
- Designed for rapid ideation and collaboration, it's recommended to then discuss your findings and misalignments as a group, as well as document next steps.
- Learn more at **project-align.org/company-goals**

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Long-term Company Goals v 0.2

Company:

Created by:

Date:

Team

Culture, motivation, size, skills, locations

Business

Market resilience, growth, customers, positioning, reputation, innovation

Timeframe

Minimum 10 years from now

Company mission

Reaffirm the company's purpose

Governance

Ethics, risk management, compliance, administration, decision making

Ecosystem

Ecosystem role, partnerships, value-chain, incumbent dynamics, shareholders

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