



VMOST STRATEGY

VMOST is an acronym and stands for Vision and Mission, Objectives, Strategy, and Tactics. The tool serves two purposes. First, it helps you re-connect to your business vision, and highlights any problem areas that you need to address. Second, it helps you create and evaluate plans for the future, so that you can make sure that they're aligned with your vision of that future.

Framework of VMOST technique:

Vision - Where do you want your organization to be in the future?

The vision is where the organisation sees themselves at a set point in the future. It should inspire staff, and help customers understand why they would want to use the company's products or services.

Mission - How are you going to achieve the Vision you have set out?

If the vision is where we want to be, missions are the big blocks of change to get us there. Mission is the action-oriented blocks of change that will help the organization reach its Vision.

Objectives: What are the particular goals or your organization?

Once the Mission is in place, objectives are particular check points that monitor the progress towards specific goals. The objectives are the measurable goals that move us closer to the mission and vision. The objectives should follow the SMART criteria which stand for Specific, Measurable, Achievable, Relevant and Time-Bound. Objectives are therefore decomposed into multiple strategies. The strategy provides direction as to how the organization will achieve the objectives. Strategies are further decomposed into tactics.



Strategy: What are the actions that need to be taken to achieve your objectives?

The strategy provides direction as to how the organization will achieve the objectives. To achieve one's goals, a strategy must be linked to a least one mission statement goal. Strategies are further decomposed into tactics.

Tactics: What are the individual tasks that make up your strategy?

Tactics are actions, task or project that need to be completed in order to fulfil the strategy, objectives and mission. Tactics fall into one of the following types of change; 1) Product, 2) People, Process or Org, 3) Technology and 4) Marketing.

Through an understanding of VMOST, you can trace your projects and tasks back to the strategy, objectives, mission, and vision to ensure that they align and question those that do not align. Beside mentioned, VMOST analysis ensures that all actions taken are purposefully bringing the organization one step closer to its organization direction (Vision), it also provides visibility of all change happening within the organization, whether its planned or unplanned.