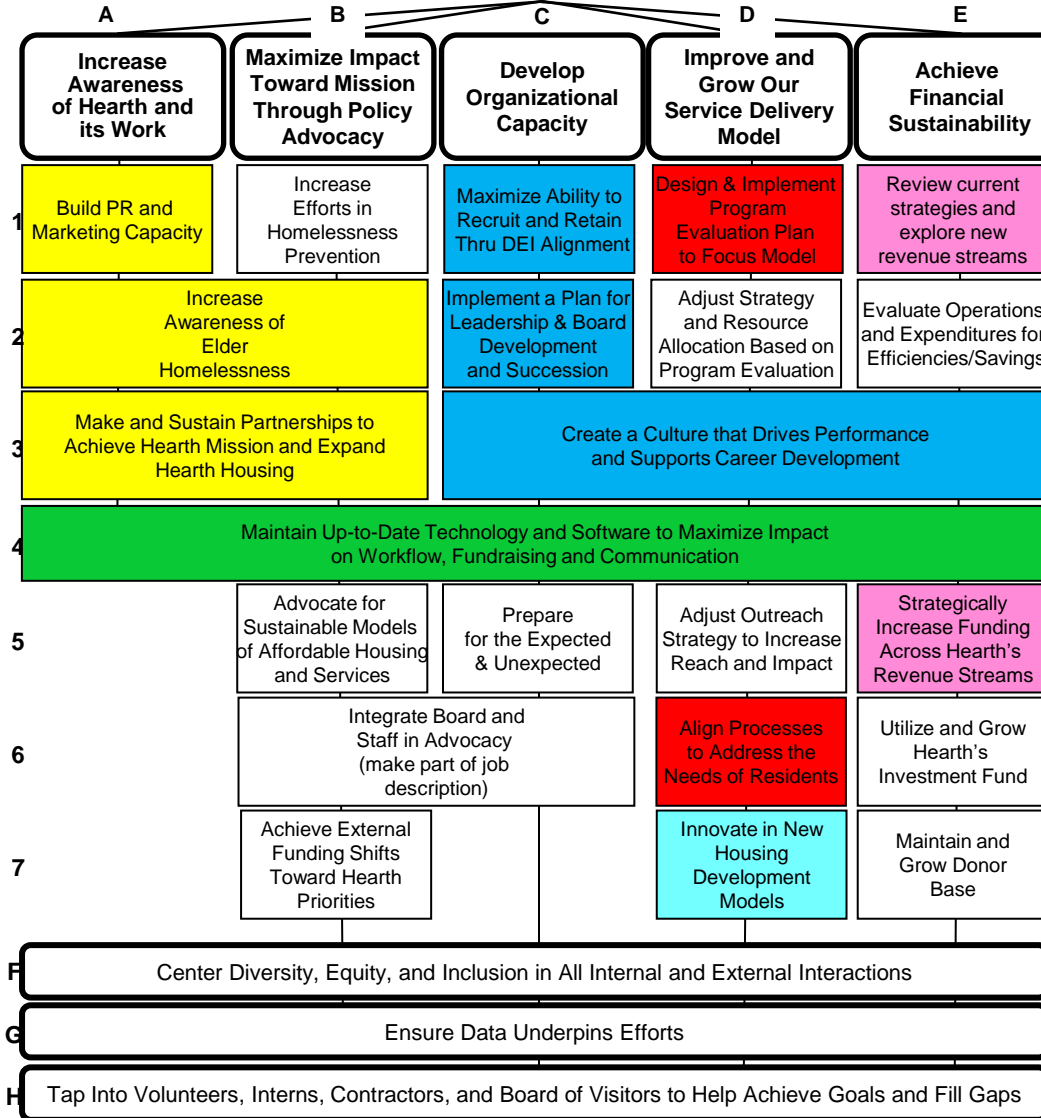


Hearth, Inc. (2022-2025)

Mission:
Eliminate Homelessness Among the Elderly

FINAL Draft

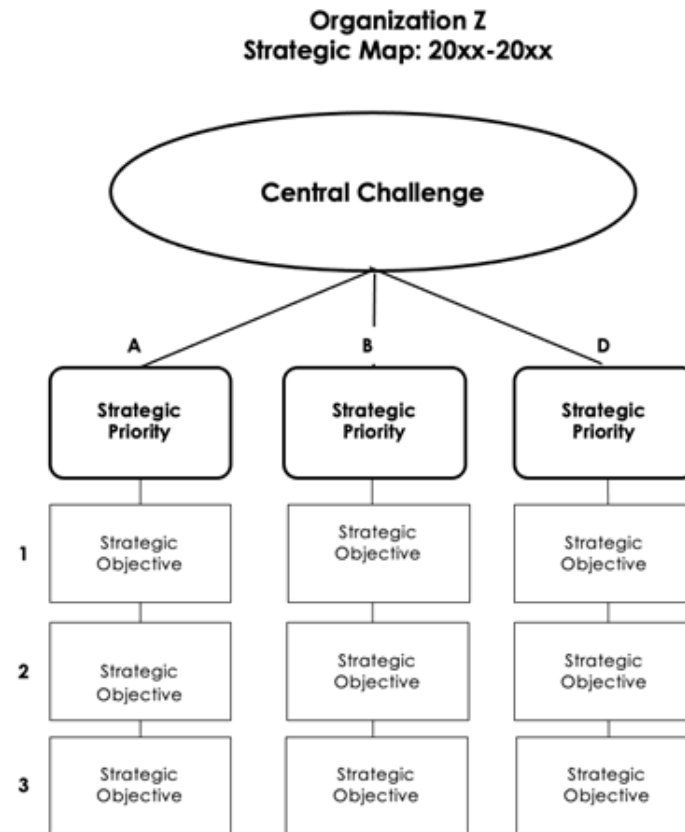


June 2022 – Present: Tracks of Work

- **Track 1:** Maximize Hearth's visibility through Communications
- **Track 2:** Improve technology and software to maximize impact and achieve use of data goals
- **Track 3:** Plan to do the best for the people who make Hearth successful at what we do
- **Track 4:** Focus and align programs and processes
- **Track 5:** Strategically evaluate, define and develop revenue streams to achieve financial sustainability
- **Track 6:** New housing development innovation



Anatomy of a Strategic Map



Tracks of Work

- **Central Challenge**

The oval at the top of the strategic map is the central challenge. It is the focal point for strategy and focuses on what the organization needs to do in the next three years to support its mission

- **Strategic Priorities**

The central challenge is supported by some number of strategic priorities. Strategic priorities are the few critical things we must do in order to meet our central challenge. The number of strategic priorities can vary but is never fewer than three or more than six.

- **Strategic Objectives**

The few most important things the organization needs to do in order to accomplish the strategic priority. The objectives are strategically (not tactically) oriented.

