

# Designing Meaningful Strategy.

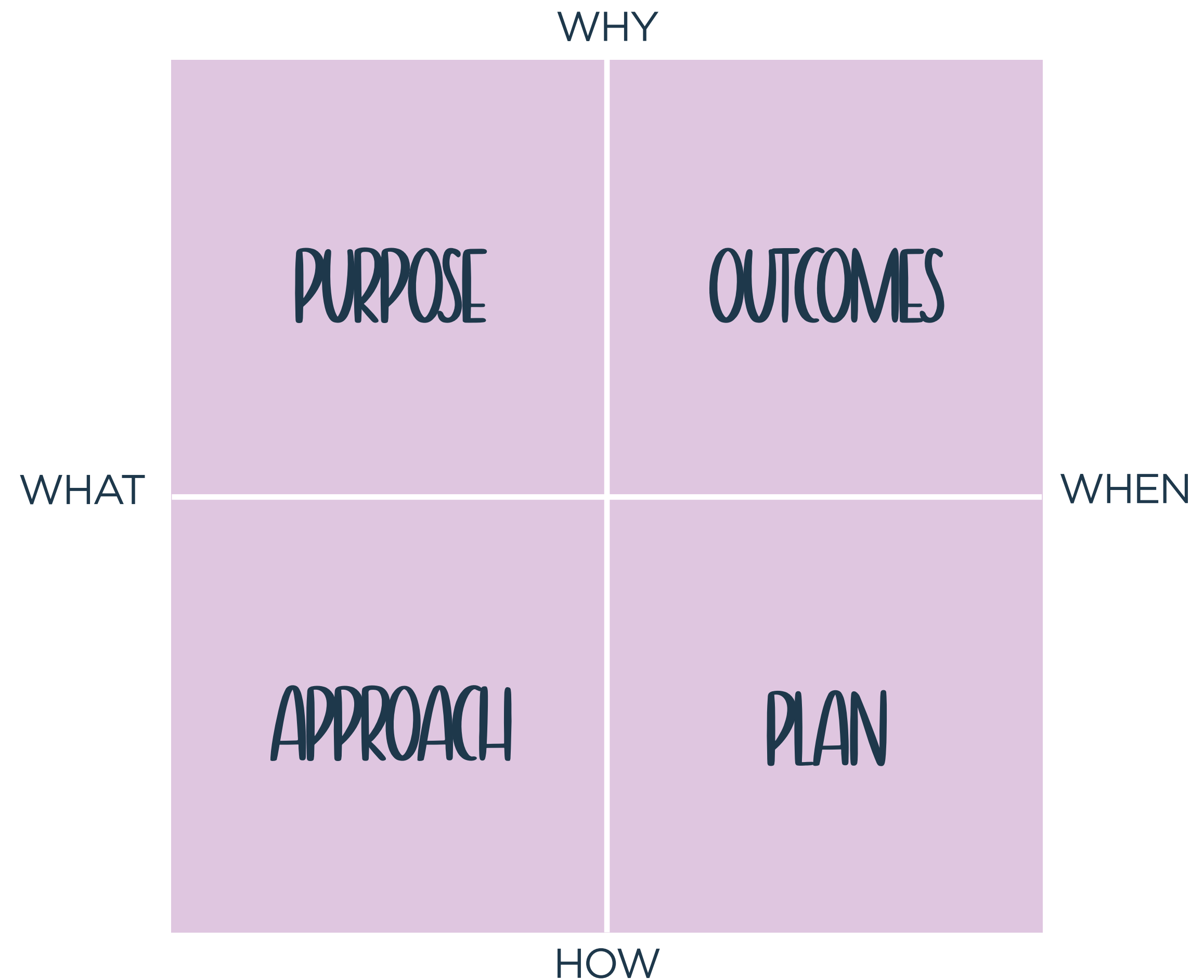
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An introduction to how to design  
and communicate more meaningful  
strategy for impact.

Huddle—[wearehuddle.com](https://wearehuddle.com)



**Huddle  
Thinking helps  
capture all  
aspects of a  
strategic plan,  
logically, and  
meaningfully.**



## PURPOSE

- Purpose is like the guiding light on the horizon—it is ever present and always relevant.
- Purpose is different from an outcome or an objective. These are tangible and achievable and able to be checked off.
- For example, like getting to the top of a mountain, you can tick Everest off your list, but your guiding light of living for adventure still remains true.

***A purpose is a motivating & enduring reason why.***

## APPROACH

- Approach is the conceptual idea about how to achieve your outcomes and objectives.
- This includes how you want to work together, or the way you might achieve your outcomes.
- Our approach captures the way we will think about, organise, integrate, analyse, research, design our way to the outcomes. All of these are actions and they need to be organised.

***Approach is a conceptual way of organising action.***

## OUTCOMES

- Outcomes are achieved while fulfilling your purpose.
- An an important part of focusing on outcomes is knowing who the outcomes are for. Many teams and organisations find it easy to focus on the objectives for the business, but these are not outcomes.
- Outcomes can be reached in different ways, whereas objectives are more like things that are delivered—they are the *means* to *the end* outcomes.

***Outcomes are intangible and describe impact.***

- Plan is the actions needed to be taken in line with the approach to deliver outcomes aligned with purpose.
- Often people start with a plan, and this is makes sense —Planning is tangible, action oriented and it feels like things are moving and in control.
- Huddle thinking uses the context of purpose, outcomes and approach to be sure we are actioning the right things, in the right way, for the right reasons.

***Plans align with approach, outcomes and purpose.***

## PLAN

PURPOSE

OUTCOMES

APPROACH

PLAN