

**CAPACITY:**  
Culture  
Structure  
Resources  
Management

**PHASE 1**  
Mission/Vision  
Goals & Objectives  
Needs Definition,  
Environment Scan

**GUIDANCE:**  
e.g., ISO-9001  
ISO-14001  
ISO-26000 &  
ISO-31000

**PHASE 2**  
Competitive Strategy  
Differentiation  
Clarify Vision/needs  
Includes Goals 2 & 3

**PHASE 6: ACT**  
Continual-  
Improvement – Fully  
implement solution

**PHASE 3: PLAN**  
Strategic-Direction –  
Develop Plan of Action  
Includes Goal 4

**PHASE 5: CHECK**  
Evaluate Results –why  
the solution works.  
And Goal 6

**PHASE 4: DO**  
Strategic-Initiatives –  
Pilot Identified  
Solution. And Goal 5

