

APPENDIX B: KEY DEFINITIONS

ROLE	STEP 3: ENVISION THE FUTURE
CEO	Delivers the annual initiatives and fulfills the vision.
Executive	Delivers goals, enabling CEO to deliver the annual initiatives and fulfill the vision.
Director	Delivers major projects, enabling executives to deliver their goals.
Project manager	Delivers minor projects and keeps major projects on track by coordinating activity within and across departments, enabling directors to deliver their major projects.
Individual contributor	Completes individual projects and tasks, factoring deadlines set by project managers, to keep minor and ultimately major projects on track—on up the chain to a completed vision.

