
UNDERSTAND THE CONTEXT: In your environment, how is value defined, measured and communicated?

Key stakeholders who need to understand our value are:

Name	Position/Title/Role	Indicators used to measure <i>their</i> progress	Their goals & objectives	What do we know about them? What type of stakeholder are they? (Financial, operational, support, influencer, etc.)	What do they know about us/our services?

ALIGN OBJECTIVES: WHICH OF YOUR STAKEHOLDERS' GOALS & OBJECTIVES OR OUTCOMES DOES YOUR ORGANIZATION CONTRIBUTE TOWARDS?

1. Identify how **your organization's goals & objectives** contribute towards **your stakeholders' desired goals & outcomes**.
2. Then identify your services & programs that contribute to your goals & objectives that are aligned with stakeholder goals.

Stakeholders' Goals & Objectives Relevant for Us	Our Goals & Objectives that Contribute to the Stakeholders'
Identify Programs, Products or Services that support the Library's goals & objectives:	