

Strategy Implementation Glossary (in order of appearance on diagram)

Vision / Vision Statement

“Vulnerable communities globally are effectively served in crises by a prepared and locally driven humanitarian logistics system.”

- a grand, encompassing idea with emotional weight; a vision gives a reason for contributing, clarifies the project’s purpose, eliminates confusion and unifies the team. Statement usually follows the model: [Action] a [deliverable] that [criteria]... Should be simple, actionable, engaging, forward-thinking and specific.
- **Impact**, i.e the long-term and sustainable effects that help to achieve the envisaged situation in the future – the program can only contribute to the final impact and often the attribution is not easy.

Goal

“Enhance the Logistics Cluster Operational Capacity”

- Goals are high level statements that provide overall context for what the project is trying to achieve and should align to business goals.

Outcome

“Operate an effective platform that provides operational coordination, leadership of common logistics services, and logistic information to support the humanitarian community”

Outcome has 1:1 relation with output

- An **outcome** is the level of performance or achievement that occurred because of the activity or services your organization provided. Changes in structure and/or capacities, e.g. the increase of awareness, a change of attitude, the establishment of a new relationship etc. – invisible effects that make a difference.

Output

“Resources to ensure efficient and effective deployment of Logistics Cluster operations are developed and maintained.”

Output has 1:1 relation with outcome

- **Outputs** are the direct and tangible results produced by the program activities; deliverables – everything you can see and count. Other kinds of **outputs** are tangible plans, measurements, tracking processes and status reports.

Activity

“Create shared roster with partners for use in cluster operations, including standard secondment agreements for rapid deployments”

“Develop and deliver / disseminate Logistics Cluster training and guidance material for Logistics Cluster training and guidance material for Logistics Cluster staff and stakeholders”

- An **activity** is a task is that needs to be accomplished within a defined period of time or by a deadline to work towards work-related goals. The **activity** can be broken down into assignments which should also have a defined start and end date or a deadline for completion.

Input

- **Inputs** are resources such as people, raw materials, energy, information, or finance that are put into a system (such as an economy, manufacturing plant, computer system) to obtain a desired output.