

Master-Table 1 The hierarchy of purposes used to translate values into action. The Table summarizes properties of levels in the hierarchy which relate most directly to activity. Note that the 'typical format' is illustrative only. See text and Master-Tables 2 and 3 for further details and explanations.

L	Type of Purpose	Definition	Typical Format	Experience and Activity	Value/Action Relation	Link to Resources	Temporal Perspective
5	Social value	A freely shared need-based value serving a specific community.	'We all need and want ..X..' [X = the social value.]	Intuition of many varied possible and worthwhile activities.	Value consensus crossing endeavours social bodies and institutions.	Provides the social potential for obtaining resources.	Present and undefined future.
4	Principal object	An activity defining the identity of an endeavour.	'..A.. is set up to ..X..' [A = organized entity: eg project, group, person; X = the principal object.]	Idea (i.e. type or category) of specific worthwhile activities.	Value consensus within a defined endeavour.	Indicates general level and type of resource base required.	Present and defined or undefined future.
3	Internal priority	A degree of emphasis among valid values or actions for immediate use.	'..X.. is more important than ..Y,Z... now' [The preference for X over Y,Z .. is the internal priority.]	Emotion surrounding likely activities (basis of politics).	Value/value conflict within an endeavour in general or in a particular situation.	Provides the rationale for allocating resource.	Present and immediate future.
2	Strategic objective	A desired and feasible outcome which maximizes impact.	'..X.. must be achieved over the next ..t..' [X = strategic objective; t = approx. time period.]	Image of the outcome of activities (basis of strategies).	Value/action conflict within an endeavour in a particular situation.	Leads to mobilization and deployment of resource.	Rate of progress in a defined future.
1	Tactical objective	A precise tangible time-targetted result which is a step to a desired outcome.	'..X.. is to be done by ..T.. so as to achieve ..Y..' [X is tactical; Y is strategic; T is the time-deadline.]	Awareness of activity details (basis of tasks).	Action/action conflict within an endeavour in a particular situation.	Leads to resource being produced and consumed.	Precisely defined future.

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