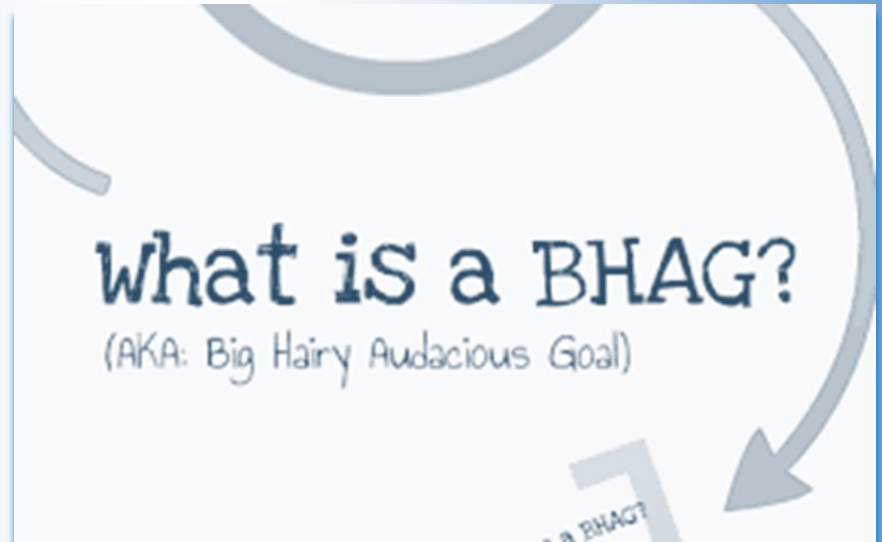




# Southern California Conference Women's Missionary Society



A **BHAG** (Big Hairy Audacious Goal) is a clear and compelling target for an organization to strive for. The term was originally coined in the book “Built to Last: Successful Habits of Visionary Companies” by Jim Collins and Jerry Porras. **BHAGs** are meant to excite and energize people in an authentic way.

## **The Purpose of a BHAG**

- **BHAG** is a clear and compelling target for an organization to strive for.
- A **BHAG** is a long term goal that everyone in the organization can understand and rally behind.

(EXCERPTS TAKEN FROM)

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