

Strategy: One-Page Strategic Plan

Organization Name: _____

People (Relationship Drivers)

Employees

Customers

Shareholders

1 _____	1 _____	1 _____
2 _____	2 _____	2 _____
3 _____	3 _____	3 _____

CORE VALUES/BELIEFS (Should/Shouldn't)	PURPOSE (Why)	TARGETS (3-5 YRS.) (Where)	GOALS (1 YR.) (What)																										
		<table border="1"> <tr><td>Future Date</td><td></td></tr> <tr><td>Revenues</td><td></td></tr> <tr><td>Profit</td><td></td></tr> <tr><td>Mkt Cap</td><td></td></tr> </table>	Future Date		Revenues		Profit		Mkt Cap		<table border="1"> <tr><td>Yr Ending</td><td></td></tr> <tr><td>Revenues</td><td></td></tr> <tr><td>Profit</td><td></td></tr> <tr><td>Mkt Cap</td><td></td></tr> <tr><td>Gross Margin</td><td></td></tr> <tr><td>Cash</td><td></td></tr> <tr><td>A/R Days</td><td></td></tr> <tr><td>Inv. Days</td><td></td></tr> <tr><td>Rev./Emp.</td><td></td></tr> </table>	Yr Ending		Revenues		Profit		Mkt Cap		Gross Margin		Cash		A/R Days		Inv. Days		Rev./Emp.	
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Key Thrusts/Capabilities 3 – 5 Year Priorities	Actions To Live Values, Purpose, BHAG	Key Initiatives Annual Priorities																											
1	1	1																											
2	2	2																											
3	3	3																											
4	4	4																											
5	5	5																											

Core Competencies	Profit/X	Brand Promise KPIs	Critical #: People (B/S)
			_____ _____ Between green and red _____
	BHAG®	Brand Promises	Critical #: Process (P/L) _____ _____ Between green and red _____

Strengths: 1 _____
 2 _____
 3 _____

Weakness: 1 _____
 2 _____
 3 _____

Your Name: _____

Date: _____



Process (Productivity Drivers)

Make/Buy

Sell

Record Keeping

1 _____	1 _____	1 _____
2 _____	2 _____	2 _____
3 _____	3 _____	3 _____

ACTIONS (QTR) (How)		THEME (QTR/ANNUAL)	YOUR ACCOUNTABILITY (Who/When)		
Qtr. #		Deadline	Your KPIs		
Revenues		Measurable Target/Critical #	1	Goal	
Profit		<p align="center">Theme Name</p> <hr/> <p>Scoreboard Design Describe and/or sketch your design in this space.</p>	2		
Mkt Cap			3		
Gross Margin					
Cash					
A/R Days					
Inv. Days					
Rev./Emp.					
Rocks				Your Quarterly Priorities	
Quarterly Priorities				Due	
Who				1	
1			2		
2			3		
3			4		
4			5		
5					

<p>Critical #: People (B/S)</p> <p> _____</p> <p> <u>Between green and red</u></p> <p> _____</p>	<p>Celebration</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Critical #: People (B/S)</p> <p> _____</p> <p> <u>Between green and red</u></p> <p> _____</p>
<p>Critical #: Process (P/L)</p> <p> _____</p> <p> <u>Between green and red</u></p> <p> _____</p>	<p>Reward</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Critical #: Process (P/L)</p> <p> _____</p> <p> <u>Between green and red</u></p> <p> _____</p>

Opportunities: 1 _____ **Threats:** 1 _____

2 _____ 2 _____

3 _____ 3 _____