

One-Page Strategic Plan

Organization Name: _____

People (Reputation Drivers)

Employees

1. _____
2. _____
3. _____

Customers

1. _____
2. _____
3. _____

Shareholders

1. _____
2. _____
3. _____

CORE VALUES/BELIEFS (Should/Shouldn't)	PURPOSE (Why)	TARGETS (3-5 YRS.) (Where)	GOALS (1 YR.) (What)																														
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	<p style="text-align: center;">Actions To Live Values, Purposes, BHAG®</p> <table border="1"> <tr><td>1</td><td> </td></tr> <tr><td>2</td><td> </td></tr> <tr><td>3</td><td> </td></tr> <tr><td>4</td><td> </td></tr> <tr><td>5</td><td> </td></tr> </table>	1		2		3		4		5		<p style="text-align: center;">Key Thrusts/Capabilities 3-5 Year Priorities</p> <table border="1"> <tr><td>1</td><td> </td></tr> <tr><td>2</td><td> </td></tr> <tr><td>3</td><td> </td></tr> <tr><td>4</td><td> </td></tr> <tr><td>5</td><td> </td></tr> </table>	1		2		3		4		5		<p style="text-align: center;">Key Initiatives Annual Priorities</p> <table border="1"> <tr><td>1</td><td> </td></tr> <tr><td>2</td><td> </td></tr> <tr><td>3</td><td> </td></tr> <tr><td>4</td><td> </td></tr> <tr><td>5</td><td> </td></tr> </table>	1		2		3		4		5	
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	Profit/X	Brand Promise KPIs	<p>Critical #:</p> <div style="display: flex; flex-direction: column; align-items: center;"> <div style="display: flex; align-items: center; margin-bottom: 5px;"></div> <div style="display: flex; align-items: center; margin-bottom: 5px;"></div> <div style="display: flex; align-items: center; margin-bottom: 5px;"> <i>Between green and red</i></div> <div style="display: flex; align-items: center;"></div> </div>																														
	BHAG®	Brand Promises	<p>Critical #:</p> <div style="display: flex; flex-direction: column; align-items: center;"> <div style="display: flex; align-items: center; margin-bottom: 5px;"></div> <div style="display: flex; align-items: center; margin-bottom: 5px;"></div> <div style="display: flex; align-items: center; margin-bottom: 5px;"> <i>Between green and red</i></div> <div style="display: flex; align-items: center;"></div> </div>																														

Strengths/Core Competencies

1. _____
2. _____
3. _____
4. _____
5. _____

Weaknesses

1. _____
2. _____
3. _____
4. _____
5. _____

Your Name: _____

Date: _____

Process (Productivity Drivers)

Make/Buy

















1. _____
2. _____
3. _____

Sell

1. _____
2. _____
3. _____

Record Keeping

1. _____
2. _____
3. _____

ACTIONS (QTR) (How)	THEME (Qtr./Annual)	YOUR ACCOUNTABILITY (Who/When)																																									
<table border="1" style="width: 100%; height: 150px;"> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> </table> <p style="text-align: center;">Rocks</p> <p>Quarterly Priorities Who</p> <table border="1" style="width: 100%;"> <tr><td>1</td><td> </td><td> </td></tr> <tr><td>2</td><td> </td><td> </td></tr> <tr><td>3</td><td> </td><td> </td></tr> <tr><td>4</td><td> </td><td> </td></tr> <tr><td>5</td><td> </td><td> </td></tr> </table>																					1			2			3			4			5			<table border="1" style="width: 100%;"> <tr><td>Deadline</td><td> </td></tr> <tr><td>Measurable Target/Critical #</td><td> </td></tr> <tr><td> </td><td> </td></tr> </table> <p style="text-align: center;">Theme Name</p> <p style="text-align: center;">Scoreboard Design Describe and/or sketch your design in this space</p>	Deadline		Measurable Target/Critical #				<p>Accountability is defined and tracked in online tool/platform</p>
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<p>Critical #:</p> <p>   <i>Between green and red</i> </p>	Reward	<p>Critical #:</p> <p>   <i>Between green and red</i> </p>																																									

Trends

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |