# **STRATEGIC PLAN TEMPLATE**

1. Problem

You need to quickly document your strategic plan. It is required that you generate a document where you summarize the details related to your company's business strategy.

1. **Solution**

We created the Business Strategy Plan Template to document your strategic plans. This Microsoft Word tool is a great resource to help guide you through the development of your business strategy.

1. **Sections of the planning document include:**
* **Executive Summary:**

Where you will present your strategic objectives and key programs for the upcoming year.

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* **Internal Analysis:**

Where you will assess your company´s competencies, capabilities and employees´ satisfaction.

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* **External Analysis:**

Where you will analyze your company's customers, product positioning, and competition.

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* **Strategic Objectives & KPIs:**

Where you will present your company's KPIs, GAP analysis results, key success factors, and high-level business objectives.

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* **Goals, Measures, Targets, & Initiatives:**

Where you can develop your Brand scorecard, Balanced Scorecard Strategy Map, and your Program Deployment Schedule.

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