

# 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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Core Competencies	Profit/X	Brand Promise KPIs	Critical #: People (B/S)
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	<p><b>BHAG®</b></p> <p>_____</p> <p>_____</p> <p>_____</p>	<p><b>Brand Promises</b></p> <p>_____</p> <p>_____</p> <p>_____</p>	<p><b>Critical #: Process (P/L)</b></p> <div> <div></div> <div></div> <div></div> <div></div> </div>

Strengths: 1 \_\_\_\_\_ We \_\_\_\_\_ e s 1 \_\_\_\_\_ a s : \_\_\_\_\_ k \_\_\_\_\_

2 \_\_\_\_\_ 2 \_\_\_\_\_

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

<b>Opportunities</b> 1 _____ s _____ 2 _____ 3 _____	<b>Threats:</b> 1 _____ : _____ 2 _____ 3 _____
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