

Strategy: 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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| 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 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) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 50px; height: 20px;"></td><td style="width: 50px; height: 20px;"></td></tr> <tr><td style="width: 50px; height: 20px;"></td><td style="width: 50px; height: 20px;"></td></tr> <tr><td style="width: 50px; height: 20px;"></td><td style="width: 50px; height: 20px;"></td></tr> <tr><td style="width: 50px; height: 20px;"></td><td style="width: 50px; height: 20px;"></td></tr> <tr><td style="width: 50px; height: 20px;"></td><td style="width: 50px; height: 20px;"></td></tr> <tr><td style="width: 50px; height: 20px;"></td><td style="width: 50px; height: 20px;"></td></tr> <tr><td style="width: 50px; height: 20px;"></td><td style="width: 50px; height: 20px;"></td></tr> <tr><td style="width: 50px; height: 20px;"></td><td style="width: 50px; height: 20px;"></td></tr> <tr><td style="width: 50px; height: 20px;"></td><td style="width: 50px; height: 20px;"></td></tr> <tr><td style="width: 50px; height: 20px;"></td><td style="width: 50px; height: 20px;"></td></tr> </table> <p style="text-align: center;">Rocks</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50px;"></th> <th style="width: 50%;">Quarterly Priorities</th> <th style="width: 50%;">Who</th> </tr> </thead> <tbody> <tr><td style="text-align: center;">1</td><td></td><td></td></tr> <tr><td style="text-align: center;">2</td><td></td><td></td></tr> <tr><td style="text-align: center;">3</td><td></td><td></td></tr> <tr><td style="text-align: center;">4</td><td></td><td></td></tr> <tr><td style="text-align: center;">5</td><td></td><td></td></tr> </tbody> </table> | | | | | | | | | | | | | | | | | | | | | | Quarterly Priorities | Who | 1 | | | 2 | | | 3 | | | 4 | | | 5 | | | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50px;">Deadline</td> <td style="width: 50%;"></td> </tr> <tr> <td colspan="2">Measurable Target/Critical #</td> </tr> <tr> <td colspan="2" style="height: 30px;"></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 # | | | | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50px;"></th> <th style="width: 50%;">Your KPIs</th> <th style="width: 50%;">Goal</th> </tr> </thead> <tbody> <tr><td style="text-align: center;">1</td><td></td><td></td></tr> <tr><td style="text-align: center;">2</td><td></td><td></td></tr> <tr><td style="text-align: center;">3</td><td></td><td></td></tr> </tbody> </table> <p style="text-align: center;">Your Quarterly Priorities</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50px;"></th> <th style="width: 50%;">Your Quarterly Priorities</th> <th style="width: 50%;">Due</th> </tr> </thead> <tbody> <tr><td style="text-align: center;">1</td><td></td><td></td></tr> <tr><td style="text-align: center;">2</td><td></td><td></td></tr> <tr><td style="text-align: center;">3</td><td></td><td></td></tr> <tr><td style="text-align: center;">4</td><td></td><td></td></tr> <tr><td style="text-align: center;">5</td><td></td><td></td></tr> </tbody> </table> | | Your KPIs | Goal | 1 | | | 2 | | | 3 | | | | Your Quarterly Priorities | Due | 1 | | | 2 | | | 3 | | | 4 | | | 5 | | |
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| | Quarterly Priorities | Who | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Measurable Target/Critical # | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | Your KPIs | Goal | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | Your Quarterly Priorities | Due | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| <p>Critical #:</p> <p>● Green ● Light Green ● Yellow <i>Between green and red</i> ● Red</p> | <p style="text-align: center;">Celebration</p> | <p>Critical #:</p> <p>● Green ● Light Green ● Yellow <i>Between green and red</i> ● Red</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>Critical #:</p> <p>● Green ● Light Green ● Yellow <i>Between green and red</i> ● Red</p> | <p style="text-align: center;">Reward</p> | <p>Critical #:</p> <p>● Green ● Light Green ● Yellow <i>Between green and red</i> ● Red</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Trends

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