

One-Page Business Plan

STRATEGIC PLAN

FOUNDATION

Our Mission - Why do we exist?

Mission Statement

Our Core Values: How will we behave?

Values & Points of Culture

COMPETITIVE ADVANTAGE & STRAT.

How will we win?

Sustainable Competitive Advantage

How will we play?

Guiding Principles

STRATEGIC PRIORITIES & OBJECTIVES (3 YEAR), GOALS (1 YEAR), INITIATIVES (90 DAYS)

Financial Results

Strategic Priorities 3 Year Objectives 20XX Goals Initiatives

Success in the Marketplace

Strategic Priorities 3 Year Objectives 20XX Goals Initiatives

Target Market

Product / Service Portfolio

Go To Market Strategy

Operational Excellence

Strategic Priorities 3 Year Objectives 20XX Goals Initiatives

Process Standardization

Productizing Service

Quality and Responsiveness

Skillsets & People Expertise

Strategic Priorities 3 Year Objectives 20XX Goals Initiatives

Organizational Design

Talent Upgrading

Management & Leadership Development

KEY PERFORMANCE INDICATORS

How we measure success?

Progress to Goals

KPIs

VISION

Where are we going?

10 Year Vision

IMPLEMENTATION

How will we hold ourselves accountable?

Management Systems