

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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Strengths/Core Competencies

1. _____
2. _____
3. _____

Weaknesses

1. _____
2. _____
3. _____

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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Trends

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