

# 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. \_\_\_\_\_
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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**Trends**

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