

▼ ONE PAGE STRATEGIC PLAN



Organisation: _____

Name: _____

Date: _____

People drivers:

People drivers:			
Employees	Clients		Shareholders
Core values	Purpose (why)	Goals (3-5 yrs)	Goals (1 yr)
		1. _____ 2. _____ 3. _____ 4. _____ 5. _____	1. _____ 2. _____ 3. _____ 4. _____ 5. _____
Vision (how)	Actions	Strategies (3-5 yrs)	Strategies (1 yr)
	1. _____ 2. _____ 3. _____ 4. _____ 5. _____	1. _____ 2. _____ 3. _____ 4. _____ 5. _____	1. _____ 2. _____ 3. _____ 4. _____ 5. _____
Core competencies	BHAG	Brand promise	Brand promise KPI's
Strengths		Weaknesses	

Process drivers:					
Production		Selling		Accounting	
Goals (qtr)		Theme (qtr/yr)		Your accountability	
1. _____			Maatregel		Wie
2. _____			1. _____		
3. _____			2. _____		
4. _____			3. _____		
5. _____			4. _____		
Strategies (qtr)		Scoreboard design		Strategies (qtr)	
1. _____			1. _____		
2. _____			2. _____		
3. _____			3. _____		
4. _____			4. _____		
5. _____			5. _____		
Celebration			Celebration reward		
Opportunities			Threats		