

One Page Strategic Plan

Company Name

Date Completed

Core Values (Should/Shouldn't)	Purpose (Why)	Targets (3-5yrs) (Where)		Goals (1yr) (What)																					
Value	Purpose	<table border="1"> <thead> <tr> <th>Date</th> <th>m/yyyy</th> </tr> </thead> <tbody> <tr> <td>Rev</td> <td>\$</td> </tr> <tr> <td>Profit</td> <td>\$</td> </tr> <tr> <td>Team</td> <td>#</td> </tr> </tbody> </table>	Date	m/yyyy	Rev	\$	Profit	\$	Team	#	<table border="1"> <thead> <tr> <th>Yr Ending</th> <th>m/yyyy</th> </tr> </thead> <tbody> <tr> <td>Revenues</td> <td>\$</td> </tr> <tr> <td>Profit</td> <td>\$</td> </tr> <tr> <td>Team</td> <td>#</td> </tr> <tr> <td>Gross Mgn</td> <td>%</td> </tr> <tr> <td>A/R Days</td> <td>#</td> </tr> <tr> <td>Rev/FTE</td> <td>\$</td> </tr> </tbody> </table>	Yr Ending	m/yyyy	Revenues	\$	Profit	\$	Team	#	Gross Mgn	%	A/R Days	#	Rev/FTE	\$
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Brand Promise

- Brand Promise

Opportunities

Threats

Actions (Qtr) (How)	Theme (Qtr)	Accountability																																	
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