THE ONE PAGE STRATEGIC PLAN

PURPOSE

THE REASON FOR BEING

The reason your business exists.

VISION

THE ENVISIONED FUTURE STATE OF SUCCESS

A vivid description of the business you wish to become.

MOONSHOT

THE MAIN THING

A big, 10 year 'stretch' goal that is clearly understood and 'owned' which will, if realised, make your business legendary.

CRITICAL NUMBERS

KEEPING THE MAIN THING IN FOCUS

The 2-3 measures which provide priority and clarity to the entire team in order to achieve the Moonshot (the main thing).

VALUES

THE RULES OF ENGAGEMENT

The guiding principles your business lives by and which enable powerful decision making.

3 YEAR WINNING MOVES

12 MONTH PRIORITIES

QUARTERLY ACTION PLAN

3-year, 12-month and Quarterly implementation goals which are:

- **Practical steps** towards your vision and Moonshot
- Consistently true to your purpose
- Guided by your core values
- Reviewed and reset regularly
- Designed to create engagement, alignment and focus

SWOTT

STRENGTHS

- The things your business does well
- Competitive advantages
- Internal competencies
- Tangible assets

WEAKNESSES

- The things your business lacks
- Resource limitations
- The things the competition does better than you

OPPORTUNITIES

- Under-served markets
- Emerging demand for your products or services
- Positive media, branding or reputation opportunities

THREATS

- Emerging competition
- Changing regulatory environment
- Changing customer attitudes towards your business

TRENDS

- Observations of the market
- Trends, changes and predictions of the future
- Technology or advancements affecting the market
- Market demand stage – growth, steady or decline

One Page Strategic Plan

PURPOSE	VISION	MOONSHOT

BRAND PROMISE	3 YEAR WINNING MOVES	12 MONTH PRIORITIES	QUARTERLY ACTION PLAN

CRITICAL NUMBERS				

VALUES				

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS	TRENDS

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