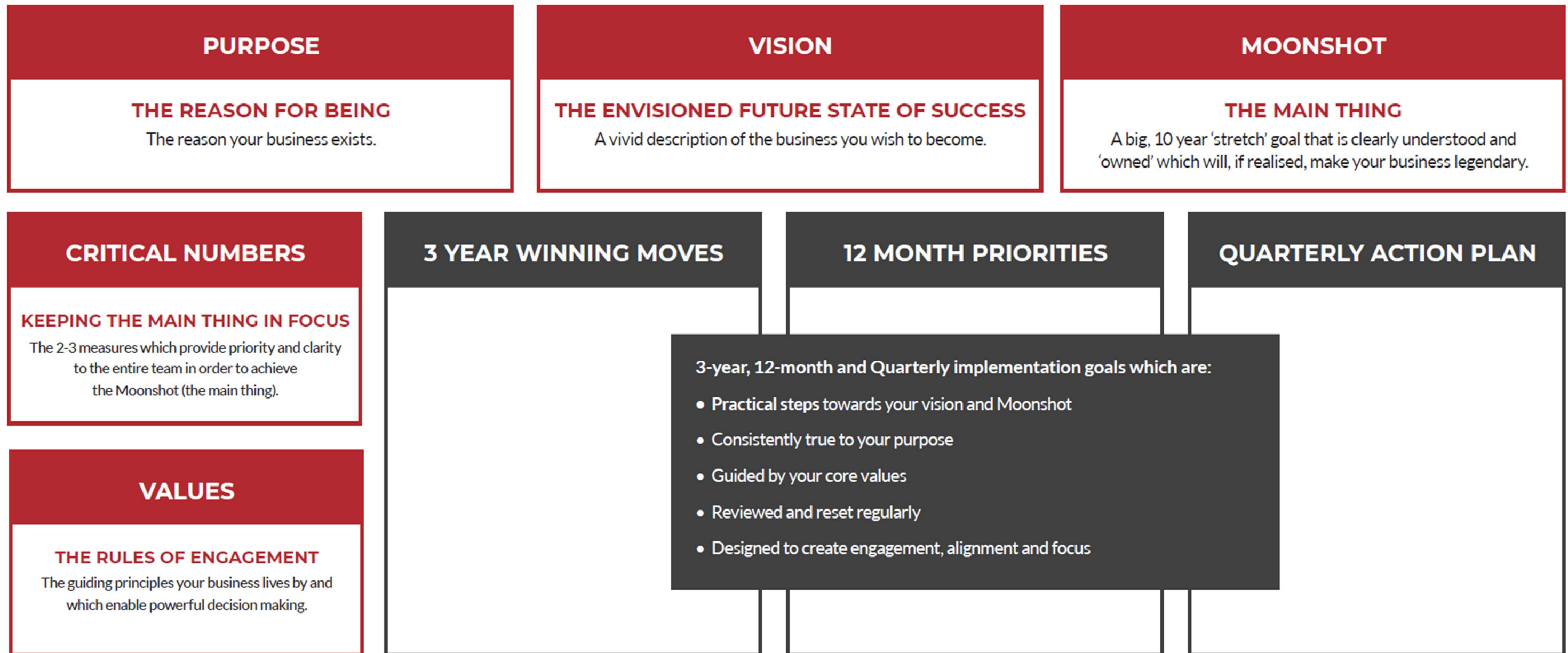


# THE ONE PAGE STRATEGIC PLAN



## SWOTT





PURPOSE		VISION		MOONSHOT	
BRAND PROMISE	3 YEAR WINNING MOVES	12 MONTH PRIORITIES	QUARTERLY ACTION PLAN		
CRITICAL NUMBERS					
VALUES					
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS	TRENDS	