

Strategy: One-Page Strategic Plan (OPSP)

Organization Name: _____

People (Reputation Drivers)

Employees	Customers	Shareholders
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____

CORE VALUES/BELIEFS (Should/Shouldn't)	PURPOSE (Why)	TARGETS (3-5 YRS.) (Where)	GOALS (1 YR.) (What)																														
		<table border="1"> <tr><td>Future Date</td><td></td></tr> <tr><td>Revenues</td><td></td></tr> <tr><td>Profit</td><td></td></tr> <tr><td>Mkt. Cap./Cash</td><td></td></tr> </table> <p style="text-align: center;">Sandbox</p>	Future Date		Revenues		Profit		Mkt. Cap./Cash		<table border="1"> <tr><td>Yr. Ending</td><td></td></tr> <tr><td>Revenues</td><td></td></tr> <tr><td>Profit</td><td></td></tr> <tr><td>Mkt. Cap.</td><td></td></tr> <tr><td>Gross Margin</td><td></td></tr> <tr><td>Cash</td><td></td></tr> <tr><td>A/R Days</td><td></td></tr> <tr><td>Inv. Days</td><td></td></tr> <tr><td>Rev./Emp.</td><td></td></tr> </table>	Yr. Ending		Revenues		Profit		Mkt. Cap.		Gross Margin		Cash		A/R Days		Inv. Days		Rev./Emp.					
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	Profit per X	Brand Promise KPIs	<p style="text-align: center;">Critical #: People or B/S</p> <p>● ● ● <i>Between green and red</i> ●</p>																														
	BHAG®	Brand Promises	<p style="text-align: center;">Critical #: Process or P/L</p> <p>● ● ● <i>Between green and red</i> ●</p>																														

Strengths/Core Competencies	Weaknesses
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____



Your Name: _____ Date: _____

Process (Productivity Drivers)

Make/Buy	Sell	Record Keeping
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____

ACTIONS (QTR) (How)	THEME (Qtr./Annual)	YOUR ACCOUNTABILITY (Who/When)																																																									
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Trends

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