

CORE VALUES

Appreciation	Confidence	Quality
Learn/Growth	Truth	Finesse
Adventure	Curiosity	Accepting
Mastery	Unity	Fresh
Abundance	Daring	Develop
Nurturing	Virtuous	Fun
Authenticity	Dedicated	Passion
Optimistic	Wisdom	Generous
Brilliance	Dependable	Thoughtfulness
Original	Yes-Minded	Genuine
Bold	Determination	Responsive
Benevolent	Youthful	Good
Openness	Diligence	Loyal
Courage	Zen	Grateful
Outstanding	Diversity	Cool as a Cucumber
Connection	Motivated	Happy
Performance	Discovery	Be a Wow
Community	Entrepreneurship	Honesty
Perseverance	Enthusiasm	Out of the Box
Challenge	Bad Ass	Innovation
Professionalism	Energetic	Imagination
Cleverness	Environmentalism	Integrity
Resourceful	Excellence	Intelligence
Classy	Transparency	Joyful
Strength	Equality	Kind
Completion	Unconventional	Knowledge
Stability	Fearless	Love



VISION

COMPANY NAME:

MISSION STATEMENT:

CORE VALUES

CORE VALUE FOCUS

1.

1.

2.

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4.

5.

5.

MARKETING STRATEGY

HOW ARE YOU UNIQUE?

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WHO IS YOUR IDEAL CLIENT?

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WHAT IS YOUR GUARANTEE?

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GOALS

10 YEAR STRATEGY

DATE:

REVENUE:

PROFIT:

MEASURABLES:

3 YEAR STRATEGY

DATE:

REVENUE:

PROFIT:

MEASURABLES:

1 YEAR STRATEGY

DATE:

PROJECTED BUDGET:

REVENUE:

PROFIT:

MILESTONES FOR THE YEAR:

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1 YEAR PLAN

FUTURE DATE:

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GOALS FOR THE YEAR:

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2.

REVENUE:

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MEASURABLES:

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6.

7.

MILESTONES FOR THE QUARTER

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1. WHO:

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7. WHO:

ISSUES

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