

LIVE YOUR



CORE VALUES

APPRECIATION
LEARN/GROWTH
ADVENTURE
MASTERY
ABUNDANCE
NURTURING
AUTHENTICITY
OPTIMISTIC
BRILLIANCE
ORIGINAL
BOLD
BENEVOLENT
OPENNESS
COURAGE
OUTSTANDING
CONNECTION
PERFORMANCE
COMMUNITY
PERSEVERANCE
CHALLENGE
PROFESSIONALISM
CLEVERNESS
RESOURCEFUL
CLASSY
STRENGTH
COMPLETION
STABILITY
CONFIDENCE

TRUTH
CURIOSITY
UNITY
DARING
VIRTUOUS
DEDICATED
WISDOM
DEPENDABLE
YES-MINDED
DETERMINATION
YOUTHFUL
DILIGENCE
ZEN
DIVERSITY
MOTIVATED
DISCOVERY
ENTREPRENEURSHIP
ENTHUSIASM
BAD ASS
ENERGETIC
ENVIRONMENTALISM
EXCELLENCE
TRANSPARENCY
EQUALITY
UNCONVENTIONAL
FEARLESS
QUALITY
FINESSE

ACCEPTING
FRESH
DEVELOP
FUN
PASSION
GENEROUS
THOUGHTFULNESS
GENUINE
RESPONSIVE
GOOD
LOYAL
GRATEFUL
COOL AS A
CUCUMBER
HAPPY
BE A WOW
HONESTY
OUT OF THE BOX
INNOVATION
IMAGINATION
INTEGRITY
INTELLIGENCE
JOYFUL
KIND
KNOWLEDGE
LOVE



VISION

COMPANY NAME:

MISSION STATEMENT:

CORE VALUES

- 1.
- 2.
- 3.
- 4.
- 5.

CORE VALUE FOCUS

- 1.
- 2.
- 3.
- 4.
- 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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.....

LIVE YOUR



VISION

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:



1 YEAR PLAN

FUTURE DATE:

GOALS FOR THE YEAR:

..... 1.

..... 2.

REVENUE:

..... 3.

..... 4.

..... 5.

MEASURABLES:

..... 6.

..... 7.

MILESTONES FOR THE QUARTER

1. 1. WHO:

2. 2. WHO:

3. 3. WHO:

4. 4. WHO:

5. 5. WHO:

6. 6. WHO:

7. 7. WHO:

ISSUES

1. 6.

2. 7.

3. 8.

4. 9.

5. 10.

