

Strategy on a Page Canvas

Org Name:

Plan Date Range:

Create Date:

1 Current State

Where are we now?

Strengths

Our top 3 strengths:

Weaknesses

Our top 3 weaknesses:

Opportunities

Our top 3 opportunities:

Threats

Our top 3 threats:

Mission

What is our core purpose – our why?

Values

How will we behave to each other?

2 Where are we going?

What does our vision of success look like?

Vision: What does success look like for us?

We envision...

Why?

Key Customers/Markets

Where will we play?

Growth Enablers

How will we grow?

Competitive Advantages

How will we win customers?

3 How will we get there?

What do we need to achieve to realize our vision of success?

Strategic Goals

What are our 3-year BHAGs?

GROWTH

PRODUCTIVITY

PEOPLE

This Year's Priorities

What must we achieve this year?

Measures of Success

How will we measure success?