

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> <tr><td colspan="2" style="text-align: center;">Sandbox</td></tr> </table>	Future Date		Revenues		Profit		Mkt. Cap/Cash		Sandbox		<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	Critical #: People or B/S    <i>Between green & red</i> 																														
	BHAG®	Brand Promises	Critical #: Process or P/L    <i>Between green & red</i> 																														

Strengths/Core Competencies:

1. _____
2. _____
3. _____

Weaknesses:

1. _____
2. _____
3. _____

BHAG is a Registered Trademark of Jim Collins and Jerry Porras.