

Strategy: One-Page Strategic Plan (OPSP)

Organization Name: _____

People (Reputation Drivers)

Employees

Customers

Shareholders

- | | | |
|----------|----------|----------|
| 1. _____ | 1. _____ | 1. _____ |
| 2. _____ | 2. _____ | 2. _____ |
| 3. _____ | 3. _____ | 3. _____ |

COREVALUES/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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	<p>Profit per X</p>	<p>Brand Promise KPI's</p>	<p>Critical #: People or B/S</p> <p>■ ■ ■ <i>Between green & red</i> ■</p>																														
	<p>BHAG®</p>	<p>Brand Promises</p>	<p>Critical #: Process or P/L</p> <p>■ ■ ■ <i>Between green & red</i> ■</p>																														

Strengths/Core Competencies

1. _____
2. _____
3. _____

Weaknesses:

1. _____
2. _____
3. _____

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Your Name: _____

Date: _____

Process (Productivity Drivers)

Make/Buy

Sell

Recordkeeping

- | | | |
|----------|----------|----------|
| 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. _____ |