

STRATEGIC PLAN

CURRENT REALITY

OWNER SATISFACTION	/10
BUSINESS SUCCESS	
LIFE BALANCE	
Issues & Opportunities:	
<ul style="list-style-type: none"> • • • 	

BUSINESS PERFORMANCE	/10
SALES	\$ _____ TARGET \$ _____ ACTUAL _____ %
GROWTH	\$ _____ TARGET \$ _____ ACTUAL _____ %
PROFIT	\$ _____ TARGET \$ _____ ACTUAL _____ %
Issues & Opportunities:	
<ul style="list-style-type: none"> • • • 	

TEAM MORALE	/10
Issues & Opportunities:	
<ul style="list-style-type: none"> • • • 	

CUSTOMER'S LOYALTY	/10
Issues & Opportunities:	
<ul style="list-style-type: none"> • • • 	

BUSINESS NAME: _____
 DATE: _____

VISION WHERE / WHO WE WANT TO BE

MISSION WHAT WE DO AND WHY

THE BIG ROCKS THE DRIVERS OF OUR SUCCESS
1.
2.
3.
4.
5.

VALUES WHAT MATTERS MOST TO US
1.
2.
3.
4.
5.

NEW REALITY

TOP 5 GOALS	WHEN
1.	

2.	
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3.	
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4.	
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5.	
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