

# 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> </table>	Future Date		Revenues		Profit		Mkt Cap/Cash		<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><b>BHAG®</b></p>	<p><b>Brand Promises</b></p>	<p><b>Critical #: Process or P/L</b></p> <p>        <i>Between green &amp; red</i>    </p>																														

**Strengths/Core Competencies**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Weaknesses:**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

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

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**
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| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |