

# Strategy: One-Page Strategic Plan (OPSP)

Organization  
Name:

## People (Reputation Drivers)

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)																														
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	<p><b>Actions</b> <i>To Live Values, Purposes, BHAG</i></p> <table border="1"> <tr><td>1</td><td></td></tr> <tr><td>2</td><td></td></tr> <tr><td>3</td><td></td></tr> <tr><td>4</td><td></td></tr> <tr><td>5</td><td></td></tr> </table>	1		2		3		4		5		<p><b>Key Thrusts/Capabilities</b> <i>3-5 Year Priorities</i></p> <table border="1"> <tr><td>1</td><td></td></tr> <tr><td>2</td><td></td></tr> <tr><td>3</td><td></td></tr> <tr><td>4</td><td></td></tr> <tr><td>5</td><td></td></tr> </table>	1		2		3		4		5		<p><b>Key Initiatives</b> <i>1 Year Priorities</i></p> <table border="1"> <tr><td>1</td><td></td></tr> <tr><td>2</td><td></td></tr> <tr><td>3</td><td></td></tr> <tr><td>4</td><td></td></tr> <tr><td>5</td><td></td></tr> </table>	1		2		3		4		5	
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	<b>Profit per X</b>	<b>Brand Promise KPIs</b>	<p><b>Critical #: People or B/S</b></p> <div> <div></div> <div></div> <div></div> <div></div> </div> <p><i>Between green &amp; red</i></p>																														
	<b>BHAG®</b>	<b>Brand Promises</b>	<p><b>Critical #: Process or P/L</b></p> <div> <div></div> <div></div> <div></div> <div></div> </div> <p><i>Between green &amp; red</i></p>																														

### Strengths/Core Competencies

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Weaknesses:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Your Name: \_\_\_\_\_

Date: \_\_\_\_\_



## Process (Productivity Drivers)

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

ACTIONS (QTR) (How)	THEME (QTR/ANNUAL)	YOUR ACCOUNTABILITY (Who/When)																																																																		
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<b>Critical #: People or B/S</b>   Between green & red 	<b>Celebration</b>  	<b>Critical #: People or B/S</b>   Between green & red 
<b>Critical #: Process or P/L</b>   Between green & red 	<b>Reward</b>  	<b>Critical #: Process or P/L</b>   Between green & red 

### Trends

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

## Execution: Who • What • When (WWW)

[illegible]

## Trends

What are the significant changes in technology, distribution, product innovation, markets, consumer, and social trends around the world that might impact your industry and organization?

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## Strengths/Core Competencies

What are the inherent strengths of the organization that have been the source of your success?

## Weaknesses

What are the inherent weaknesses of the organization that aren't likely to change?

CORE VALUES	PURPOSE	BRAND PROMISES
<div style="border: 1px solid black; padding: 10px; display: inline-block;"> <b>BHAG</b> </div>		
STRATEGIC		PRIORITIES
3-5 yr	1 yr	Qtr

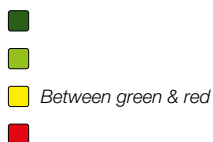
Your Name: \_\_\_\_\_

## Your KPIs

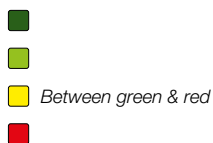
## Goal

1		
2		
3		

## Critical #: People or B/S



## Critical #: Process or P/L



## Your Quarterly Priorities

## Due

1		
2		
3		
4		
5		