

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

Strengths/Core Competencies

- _____
- _____
- _____

Weaknesses:

- _____
- _____
- _____

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)																																																																											
<table> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> </table> Rocks Quarterly Priorities Who <table> <tr><td>1</td><td></td><td></td></tr> <tr><td>2</td><td></td><td></td></tr> <tr><td>3</td><td></td><td></td></tr> <tr><td>4</td><td></td><td></td></tr> <tr><td>5</td><td></td><td></td></tr> </table>																			1			2			3			4			5			<table> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> </table> Theme Name Scoreboard Design Describe and/or sketch your design in this space																			Your KPIs Goal <table> <tr><td>1</td><td></td><td></td></tr> <tr><td>2</td><td></td><td></td></tr> <tr><td>3</td><td></td><td></td></tr> </table> Your Quarterly Priorities Due <table> <tr><td>1</td><td></td><td></td></tr> <tr><td>2</td><td></td><td></td></tr> <tr><td>3</td><td></td><td></td></tr> <tr><td>4</td><td></td><td></td></tr> <tr><td>5</td><td></td><td></td></tr> </table>	1			2			3			1			2			3			4			5		
1																																																																													
2																																																																													
3																																																																													
4																																																																													
5																																																																													
1																																																																													
2																																																																													
3																																																																													
1																																																																													
2																																																																													
3																																																																													
4																																																																													
5																																																																													

Critical #: People or B/S Between green & red	Celebration	Critical #: People or B/S Between green & red
Critical #: Process or P/L Between green & red	Reward	Critical #: Process or P/L Between green & red

Trends

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Strategy: Vision Summary

CORE VALUES	PURPOSE	BRAND PROMISES
BHAG		
STRATEGIC		PRIORITIES
3-5 yr	1 yr	Qtr

Your Name: _____

Your KPIs		Goal	Your Quarterly Priorities		Due
1			1		
2			2		
3			3		
			4		
			5		

Critical #: People or B/S

Between green & red

Critical #: Process or P/L

Between green & red

Execution: Who • What • When (WWW)

[illegible]