Jan 31, 2030

**Prepared by:** @name here

# Overview

**Last updated:**

1. Executive Summary
2. Focus Areas
3. Roadmap
4. Governance and Accountability

# Executive Summary

Summarize the contents of your strategic plan for high-level executives or managers. Make sure to mention important details like your strategic pillars, major milestones, key deadlines, and purpose. You may use bullet points to keep this section brief.

**Purpose**

Discuss the purpose of your campaign or project. Detail any rising challenges your business may be facing, as well as how your five-year strategic plan hopes to address them.

**Strategic Pillars**

### Pillar goes here



**BUSINESS NAME**

**5-Year**

Strategic Plan

Add a brief description of the strategic pillar here.

### Pillar goes here

Add a brief description of the strategic pillar here

### Pillar goes here

Add a brief description of the strategic pillar here

|  |  |
| --- | --- |
| **Goals** | **Outcomes** |
| Strategy goal here | Desired outcome here |
| Strategy goal here | Desired outcome here |
| Strategy goal here | Desired outcome here |

# Focus Areas

Lay out your strategy’s key pillars, main goals, and their respective key performance indicators.

## Strategic Pillars

Add a brief description of the focus area or strategic pillar here. Explain why it's vital to your five-year strategic plan, and how focusing on it'll benefit the business.

**Focus area or key pillar here**

Add a brief description of the focus area or strategic pillar here. Explain why it's vital to your five-year strategic plan, and how focusing on it'll benefit the business.

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**Focus area or key pillar here**

**Canva tip**

**Columns** are great for this type of content. Recreate this by selecting **＋ (Add magic)**, then choosing **Columns**.

|  |  |  |
| --- | --- | --- |
| **Key Objectives and KPIs** | | |
| **Phase** | **Objectives** | **Key Performance Indicator** |
| Phase goes here | Objective goes here | KPI goes here |
| Objective goes here | KPI goes here |
| Phase goes here | Objective goes here | KPI goes here |
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| Phase goes here | Objective goes here | KPI goes here |
|  | Objective goes here | KPI goes here |

**Canva tip**

Tweak this table!

Select **⋯ (More)** to add, delete, or merge cells.

Select **Border** and **Table Spacing** in the toolbar to make further changes.

# Roadmap

Outline each of your strategic plan’s phases. Indicate each phase’s estimated start and completion date in the second column. A notes column has been added to let you highlight important information related to each phase.

|  |  |  |
| --- | --- | --- |
| **Timeline** | | |
| **Phase** | **Period** | **Notes** |
| Year 1 | Jan 1, 2030 to Dec 31, 2030 | Add notes here. |
| Year 2 | Jan 1, 2031 to Dec 31, 2031 | Add notes here. |
| Year 3 | Jan 1, 2032 to Dec 31, 2032 | Add notes here. |
| Year 4 | Jan 1, 2033 to Dec 31, 2033 | Add notes here. |
| Year 5 | Jan 1, 2034 to Dec 31, 2034 | Add notes here. |
| Year 6 | Jan 1, 2034 to Dec 31, 2034 | Add notes here. |
| Year 7 | Jan 1, 2034 to Dec 31, 2034 | Add notes here. |
| Year 8 | Jan 1, 2034 to Dec 31, 2034 | Add notes here. |

# Governance and Accountability

List the key personnel in your five-year strategic plan. Provide details regarding their role or a brief summary of their tasks and responsibilities. Remember to include their contact details as well.

|  |  |  |  |
| --- | --- | --- | --- |
| **Employee** | **Role** | **Tasks** | **Contact** |
| @name here | Role goes here | Task here  Task here  Task here | [hello@reallygreatsite.com](mailto:hello@reallygreatsite.com) 123-456-7890 |
| @name here | Role goes here | Task here  Task here  Task here | [hello@reallygreatsite.com](mailto:hello@reallygreatsite.com) 123-456-7890 |
| @name here | Role goes here | Task here  Task here  Task here | [hello@reallygreatsite.com](mailto:hello@reallygreatsite.com) 123-456-7890 |
| @name here | Role goes here | Task here  Task here  Task here | [hello@reallygreatsite.com](mailto:hello@reallygreatsite.com) 123-456-7890 |
| @name here | Role goes here | Task here  Task here  Task here | [hello@reallygreatsite.com](mailto:hello@reallygreatsite.com) 123-456-7890 |
| @name here | Role goes here | Task here  Task here  Task here | [hello@reallygreatsite.com](mailto:hello@reallygreatsite.com) 123-456-7890 |

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