

# Strategy: One-Page Strategic Plan (OPSP)

Organization Name: \_\_\_\_\_

## People (Reputation Drivers)

### Employees

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

### Customers

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

### Shareholders

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

CORE VALUES/BELIEFS (Should/Shouldn't)	PURPOSE (Why)	TARGETS (3-5 YRS.) (Where)	GOALS (1 YR.) (What)																														
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	<p><b>Profit per X</b></p>	<p><b>Brand Promise KPIs</b></p>	<p><b>Critical #:</b></p> <p><span style="color: green;">●</span></p> <p><span style="color: green;">●</span></p> <p><span style="color: yellow;">●</span> <i>Between green and red</i></p> <p><span style="color: red;">●</span></p>																														
	<p><b>BHAG®</b></p>	<p><b>Brand Promises</b></p>	<p><b>Critical #:</b></p> <p><span style="color: green;">●</span></p> <p><span style="color: green;">●</span></p> <p><span style="color: yellow;">●</span> <i>Between green and red</i></p> <p><span style="color: red;">●</span></p>																														

## Strengths/Core Competencies

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

## Weaknesses

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

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

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

**Process (Productivity Drivers)**

**Make/Buy**

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

**Sell**

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

**Record Keeping**

1. \_\_\_\_\_
2. \_\_\_\_\_
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. _____ |