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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **PURPOSE** | | | **VISION** | | | | **MOONSHOT** | | |
|  | | |  | | | |  | | |
| **BRAND PROMISE** | | **3 YEAR WINNING MOVES** | | | **12 MONTH PRIORITIES** | | | **QUARTERLY ACTION PLAN** | |
|  | |  | | |  | | |  | |
| **CRITICAL NUMBERS** | |
|  | |
| **VALUES** | |
|  | |
| **STRENGTHS** | **WEAKNESSES** | | | **OPPORTUNITIES** | | **THREATS** | | | **TRENDS** |
|  |  | | |  | |  | | |  |