THE OUTCOME - Your one page strategic business plan.

PURPOSE

THE REASON FOR BEING

The reason your business exists.

VISION

THE ENVISIONED FUTURE STATE OF SUCCESS

A vivid description of the business you wish to become.

MOONSHOT

THE MAIN THING

A big, 10 year 'stretch' goal that is clearly understood and 'owned' which will, if realised, make your business legendary.

CRITICAL NUMBERS

KEEPING THE MAIN THING IN FOCUS

The 2-3 measures which provide priority and clarity to the entire team in order to achieve the Moonshot (the main thing).

VALUES

THE RULES OF ENGAGEMENT

The guiding principles your business lives by and which enable powerful decision making.

3 YEAR WINNING MOVES

12 MONTH PRIORITIES

QUARTERLY ACTION PLAN

3-year, 12-month and Quarterly implementation goals which are:

- Practical steps towards your vision and Moonshot
- Consistently true to your purpose
- Guided by your core values
- Reviewed and reset regularly
- Designed to create engagement, alignment and focus

SWOTT

STRENGTHS

- The things your business does well
- Competitive advantages
- Internal competencies
- Tangible assets

WEAKNESSES

- The things your business lacks
- Resource limitations
- The things the competition does better than you

OPPORTUNITIES

- Under-served markets
- Emerging demand for your products or services
- Positive media, branding or reputation opportunities

THREATS

- Emerging competition
- Changing regulatory environment
- Changing customer attitudes towards your business

TRENDS

- Observations of the market
- Trends, changes and predictions of the future
- Technology or advancements affecting the market
- Market demand stage growth, steady or decline



PURPOSE		VISION		MOONSHOT	
BRAND PROMISE	3 YEAR WIN	NING MOVES	12 MONTH PRIORITIES	QUART	ERLY ACTION PLAN
CRITICAL NUMBERS					
VALUES					
STRENGTHS	WEAKNESSES	OPPORTUNITIE	THREATS		TRENDS