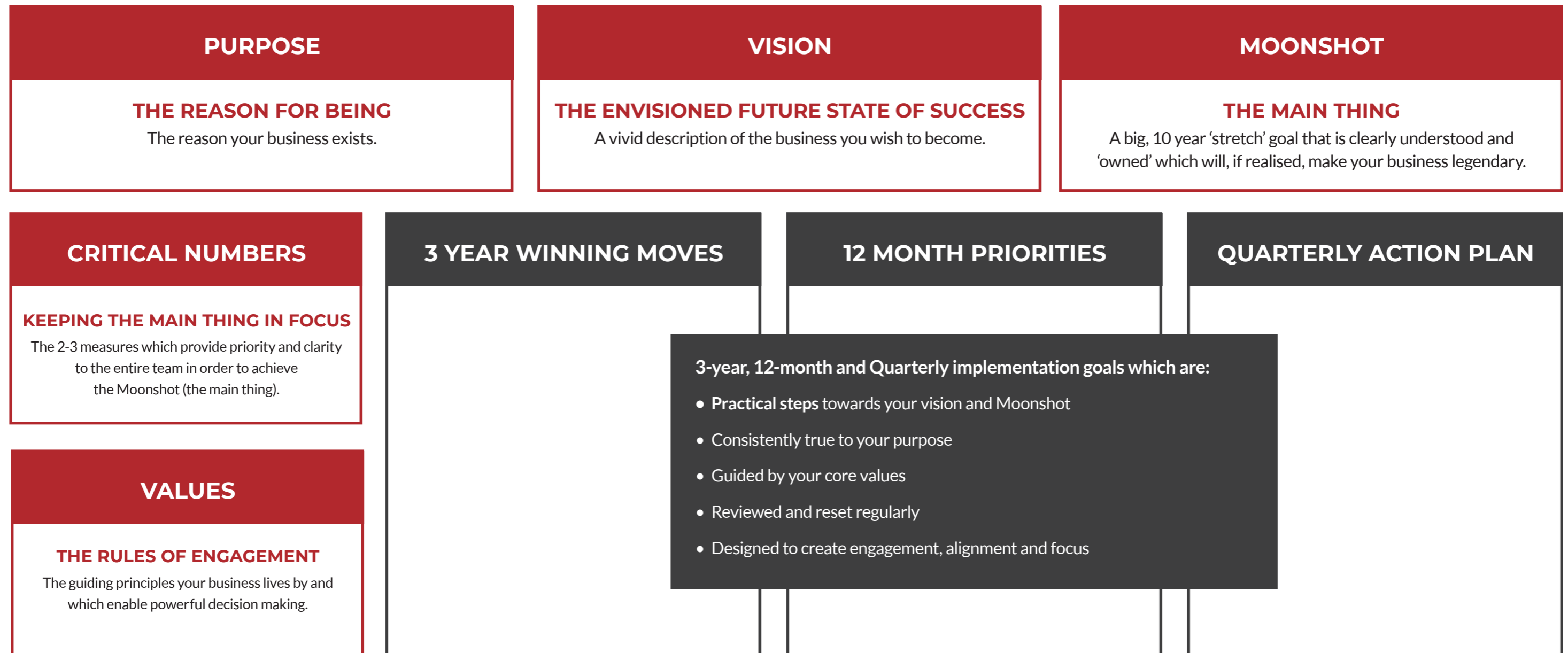


# THE OUTCOME - Your one page strategic business plan.



## SWOTT





<b>PURPOSE</b>		<b>VISION</b>		<b>MOONSHOT</b>	
<b>BRAND PROMISE</b>		<b>3 YEAR WINNING MOVES</b>	<b>12 MONTH PRIORITIES</b>	<b>QUARTERLY ACTION PLAN</b>	
<b>CRITICAL NUMBERS</b>					
<b>VALUES</b>					
<b>STRENGTHS</b>	<b>WEAKNESSES</b>	<b>OPPORTUNITIES</b>	<b>THREATS</b>	<b>TRENDS</b>	