

STRATEGIC PLAN



BIG HAIRY AUDACIOUS GOAL	PURPOSE

BRAND PROMISE	WORDS WE OWN

VALUES

YR 1 GOALS		YR 3 GOALS	
Revenue		Revenue	
Profit		Profit	
Profit per employee?		Profit per employee?	

KEY PROCESS	OWNER	KPI'S	RESULTS/OUTCOMES

STRATEGIC PROJECTS				
PROJECT	OWNER	OBJECTIVES	COMPLETE BY	STATUS

REVISIONS HISTORY:

DATE	WHO	EVENT

REVIEWS:

DATE	HEADLINE