

Core Values

Purpose

Brand Promises

BHAG®

STRATEGIC PRIORITIES		
3-5 Years	1 Year	Quarter

YOUR NAME _____

Your KPIs	Goal
1	
2	
3	

Critical #: People or B/S

Between green and red

Critical #: Process or P/L

Between green and red

Your Quarterly Priorities	Due
1	
2	
3	
4	
5	