

# Strategy: One-Page Strategic Plan (OPSP)

Organization Name: \_\_\_\_\_

## People (Reputation Drivers)

### Employees

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Customers

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Shareholders

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

CORE VALUES/BELIEFS (Should/Shouldn't)	PURPOSE (Why)	TARGETS (3-5 YRS.) (Where)	GOALS (1 YR.) (What)																														
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	<p><b>Actions</b> To Live Values, Purposes, BHAG®</p> <table border="1" style="width: 100%;"> <tr><td>1</td><td> </td></tr> <tr><td>2</td><td> </td></tr> <tr><td>3</td><td> </td></tr> <tr><td>4</td><td> </td></tr> <tr><td>5</td><td> </td></tr> </table>	1		2		3		4		5		<p><b>Key Thrusts/Capabilities</b></p> <table border="1" style="width: 100%;"> <tr><td>1</td><td> </td></tr> <tr><td>2</td><td> </td></tr> <tr><td>3</td><td> </td></tr> <tr><td>4</td><td> </td></tr> <tr><td>5</td><td> </td></tr> </table>	1		2		3		4		5		<p><b>Key Initiatives</b></p> <table border="1" style="width: 100%;"> <tr><td>1</td><td> </td></tr> <tr><td>2</td><td> </td></tr> <tr><td>3</td><td> </td></tr> <tr><td>4</td><td> </td></tr> <tr><td>5</td><td> </td></tr> </table>	1		2		3		4		5	
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	<p><b>Profit per X</b></p>	<p><b>Brand Promise KPIs</b></p>	<p><b>Critical #:</b></p> <p><span style="color: green;">●</span>  <span style="color: green;">●</span>  <span style="color: yellow;">●</span> <i>Between green and red</i>  <span style="color: red;">●</span></p>																														
	<p><b>BHAG®</b></p>	<p><b>Brand Promises</b></p>	<p><b>Critical #:</b></p> <p><span style="color: green;">●</span>  <span style="color: green;">●</span>  <span style="color: yellow;">●</span> <i>Between green and red</i>  <span style="color: red;">●</span></p>																														

## Strengths/Core Competencies

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Weaknesses

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_