



# STRATEGY: One Page Strategic Plan (OPSP)

ORGANIZATION NAME \_\_\_\_\_

CORE VALUES/BELIEFS (Should/Shouldn't)	PURPOSE (Why)	TARGETS (2 YRS) (Where)	GOALS (1 YR) (What)
---	------------------	----------------------------	------------------------


SANDBOX


ACTIONS To Live Values, Purposes, BHAG	
1	
2	
3	
4	
5	

KEY THRUSTS/CAPABILITIES	
1	
2	
3	
4	
5	

KEY INITIATIVES	
1	
2	
3	
4	
5	

Best in the world at...

Profit per X

Brand Promise

Critical Primary Focus

■

■

■ *Between green and red*

■

BHAG

Brand Promise Guarantee

Critical Balancing Focus

■

■

■ *Between green and red*

■

<p><b>Strengths/Core Competencies</b></p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>	<p><b>Weaknesses</b></p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>
--	---