

One Page Strategic Plan (OPSP)

Company Name _____

Date _____

	Employees	People (Reputation Drivers) Customers	Shareholders	Make/Buy	Process (Productivity Drivers) Sell	Recordkeeping
1		1	1	1	1	1
2		2	2	2	2	2
3		3	3	3	3	3

COMPANY FUTURE - 25 YEARS+	COMPANY BRAND	COMPANY FUTURE - 3 YEAR	COMPANY ANNUAL PLAN	COMPANY QUARTERLY PLAN	YOUR QUARTERLY PLAN
Core Purpose	Bold Beliefs	Date three years in the future:	Date one year in the future:	Date ninety days in the future:	Date ninety days in the future:
Core Values	Brand Challenge	Sandbox	Prioritized Key Initiatives 1. 2. 3.	Prioritized Quarterly Rocks 1. 2. 3.	Prioritized Quarterly Priorities 1. 2. 3.
		TARGETS Revenue Profit Cash	TARGETS Revenue Profit Cash	Critical # - Balance Sheet or People 	Your KPI 1. 2. 3.
		Brand Spark	One-Phrase Strategy	Performance KPI 1. 2. 3.	Critical # - P&L or Process
	Brand Promises 1. 2. 3.	Winning Moves 1. 2. 3.	Critical # - Balance Sheet or People 	Theme	
	BHAG	Brand KPI (Kept Promise Indicators) 1. 2. 3.	Key Thrusts 1. 2. 3.	Critical # - P&L or Process 	Celebration
Hedgehog Strategy	Brand Guarantee	2.		Reward	Critical # - P&L or Process
Profit per X	2 rows larger)	3.			

Strengths/ Core Competencies:

Weaknesses:

Trends: