

# One Page Strategic Plan (OPSP)

Company Name \_\_\_\_\_

Date \_\_\_\_\_

People (Reputation Drivers)			Process (Productivity Drivers)		
Employees	Customers	Shareholders	Make/Buy	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
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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:
		Sandbox	Prioritized Key Initiatives 1. 2. 3.	Prioritized Quarterly Rocks 1. 2. 3.	Prioritized Quarterly Priorities 1. 2. 3.
Core Values	Brand Challenge	TARGETS Revenue Profit Cash	TARGETS Revenue Profit Cash	Critical # - Balance Sheet or People  ■ ■ ■ ■	Your KPI 1. 2. 3.
		Brand Spark	Performance KPI 1. 2. 3.		
	Brand Promises 1. 2. 3.	One-Phrase Strategy	Critical # - Balance Sheet or People ■ ■ ■ ■	Critical # - P&L or Process ■ ■ ■ ■	
		Winning Moves 1. 2. 3.	Theme		
BHAG	Brand KPI (Kept Promise Indicators) 1. 2. 3.	Key Thrusts 1. 2. 3.	Critical # - P&L or Process ■ ■ ■ ■	Celebration	Critical # - Balance Sheet or People ■ ■ ■ ■
Hedgehog Strategy	Brand Guarantee			Reward	Critical # - P&L or Process ■ ■ ■ ■
				Profit per X	

**Strengths/ Core Competencies:**

**Weaknesses:**

**Trends:**

