

The Essential Strategic Plan

Organization Name	
Organization Address	
Planning Team Contact	
Phone/Email	
I. GUIDING IDEAS	
MISSION	
VISION	
VALUES	
II. ASSESSMENT	
STRENGTHS (Top 1 of 5 strengths first)	
WEAKNESSES (Top 1 of 5 weaknesses first)	
OPPORTUNITIES (Top 1 of 5 opportunities first)	
THREATS (Top 1 of 5 threats first)	

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CRITICAL STRATEGIC ISSUES (Top 1 of 5 issues first)
1.
2.
3.
4.
5.

III. STRATEGIC GOALS AND OBJECTIVES

GOAL 1		SUCCESS METRICS
Obj 1		
Obj 2		
Obj 3		
GOAL 2		SUCCESS METRICS
Obj 1		
Obj 2		
Obj 3		
GOAL 3		SUCCESS METRICS
Obj 1		
Obj 2		
Obj 3		
GOAL 4		SUCCESS METRICS
Obj 1		
Obj 2		
Obj 3		
GOAL 5		SUCCESS METRICS
Obj 1		
Obj 2		
Obj 3		

IV. BUSINESS MODEL

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