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| **Organization Name** | |  | |
| **Address** | |  | |
| **Website** | |  | |
| **Phone/Email** | |  | |
| **I. GUIDING IDEAS** | | | |
| **MISSION** | |  | |
| **VISION** | |  | |
| **VALUES** | |  | |
| **II. ASSESSMENT** | | | |
| **STRENGTHS (Top 1 of 5 strengths first)** | | | |
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| **WEAKNESSES (Top 1 of 5 weaknesses first)** | | | |
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| **OPPORTUNITIES (Top 1 of 5 opportunities first)** | | | |
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| **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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