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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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