# One Page Strategic Plan

**Core Values**

* List of core values, principals, directives

**Purpose**

* One line purpose statement for the organization

**Market**

* One line description of the market

**Brand Promise**

* One line brand promise

**Elevator Pitch**

* Three line elevator pitch

**3 Year Target**

* One line three year goal

**Annual Goals**

|  |  |  |  |
| --- | --- | --- | --- |
| Year (e.g. 2018) | Start Value | Current Value | Target Value |
| Goal 1 |  |  |  |
| Goal 2 |  |  |  |
| Goal 3 |  |  |  |

**Quarterly Goals**

|  |  |  |  |
| --- | --- | --- | --- |
| Quarter (e.g. Q2) | Start Value | Current Value | Target Value |
| Goal 1 |  |  |  |
| Goal 2 |  |  |  |
| Goal 3 |  |  |  |

**Quarterly Priorities Projects**

* Project 1 (%complete) [status = green/red/yellow]
* Project 2 (%complete) [status = green/red/yellow]
* Project 3 (%complete) [status = green/red/yellow]