

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]