# **Strategy:** One-Page Strategic Plan (OPSP)

Organization Name:

## People (Reputation Drivers)

| *Employees* | *Customers* | *Shareholders* |
|---|---|---|
| 1. | 1. | 1. |
| 2. | 2. | 2. |
| 3. | 3. | 3. |

| CORE VALUES/BELIEFS (Should/Shouldn't) | PURPOSE (Why) | TARGETS (3–5 YRS.) (Where) | GOALS (1 YR.) (What) |
|---|---|---|---|
| | | Future Date<br>Revenues<br>Profit<br>Mkt. Cap/Cash<br>***Sandbox*** | Yr Ending<br>Revenues<br>Profit<br>Mkt. Cap<br>Gross Margin<br>Cash<br>A/R Days<br>Inv. Days<br>Rev./Emp. |
| | ***Actions***<br>*To Live Values, Purposes, BHAG*<br>1<br>2<br>3<br>4<br>5 | ***Key Thrusts/Capabilities***<br>*3-5 Year Priorities*<br>1<br>2<br>3<br>4<br>5 | ***Key Initiatives***<br>*1 Year Priorities*<br>1<br>2<br>3<br>4<br>5 |
| | **Profit per X** | **Brand Promise KPIs** | **Critical #: People or B/S**<br>*Between green & red* |
| | **BHAG®** | **Brand Promises** | **Critical #: Process or P/L**<br>*Between green & red* |

**Strengths/Core Competencies:**

1.
2.
3.

**Weaknesses:**

1.
2.
3.

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| Your Name: | Date: |
|---|---|

## Process (Productivity Drivers)

| *Make/Buy* | *Sell* | *Recordkeeping* |
|---|---|---|
| 1. | 1. | 1. |
| 2. | 2. | 2. |
| 3. | 3. | 3. |

### ACTIONS (QTR)
(How)

| | |
|---|---|
| Qtr # | |
| Revenues | |
| Profit | |
| Mkt. Cap | |
| Gross Margin | |
| Cash | |
| A/R Days | |
| Inv. Days | |
| Rev./Emp. | |

***Rocks***

| | *Quarterly Priorities* | *Who* |
|---|---|---|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |

### THEME
(QTR/ANNUAL)

| Deadline: | |
|---|---|
| Measurable Target/Critical # | |

***THEME***

***Scoreboard Design***

*Describe and/or sketch your design in this space*

### YOUR ACCOUNTABILITY
(Who/When)

| | *Your KPIs* | *Goal* |
|---|---|---|
| 1 | | |
| 2 | | |
| 3 | | |

| | *Your Quarterly Priorities* | *Due* |
|---|---|---|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |

**Critical #: People or B/S**

- *Between green & red*

**Celebration**

**Critical #: People or B/S**

- *Between green & red*

**Critical #: Process or P/L**

- *Between green & red*

**Reward**

**Critical #: Process or P/L**

- *Between green & red*

**Trends**

1. 
2. 
3. 
4. 
5. 
6. 

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