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| **Purpose***The reason we exist is:*  | **Vision***Our 3-year vison is:* |
| **Values***Our unwavering principles are:* | **Market***Our ideal customers will be:* |
| **Revenue***Revenue will be generated from:* | **Metrics***We will measure success by:* *Who will monitor progress?* |
| **Competitive Advantage***Our internal capabilities and strengths that make us unique are:**What we don’t do well is:**What makes us distinct? (external competitive advantage)* | **Critical Points***What are the critical issues that need to be addressed to fulfil our vision?**Who is accountable for these?* |
| **Critical 3-year Objectives.** 1.2.3.4.5.6. | **Why is this objective critical?** 1.2.3.4.5.6. |