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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. |