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| --- | --- | --- | --- |
| **Vision: 3-5 years** | **Purpose.** *The reason we exist is:* | | **Values.** *Our unwavering principles are:* |
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| **Products / Services** | **Demographic**  *Our ideal customers will be:* | | **Revenue**  *Revenue generated from our products/services will be (use either $ or %)* |
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| Competitive Advantage | | Metrics | |
| *Our internal capabilities and strengths that make us unique are:*  *What we don’t do well is:*  *What makes us distinct? (external competitive advantage)* | | *We will measure success by:*  *Who will monitor progress?* | |
| **Critical Objectives** | | **Why is this objective critical?** | |
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| Critical Issues *What are the critical issues that need to be addressed to fulfil our vision?* | | What is our Strategic Force? | |
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