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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? |
|  |  |