

# Sample Strategic Plan

<b>Vision</b> Simple Vision statement		<b>Mission</b> Simple Mission statement.	
<b>Target Customers</b> Who are your primary customers?	<b>Market Needs</b> What is it that your customers need from you?	<b>Comms Channels</b> Where will your customers find you? How will you communicate with them?	<b>Strategic Goals</b> What are your top goals?

## Strategic Priorities

<b>Priority #1</b> What are your top 5 priorities for the year?	<b>Priority #2</b> Write them down.	<b>Priority #3</b> What is it that you need to achieve this year?	<b>Priority #4</b> Or what is it that you want your customers to achieve this year?	<b>Priority #5</b> Keep each point snappy and in a way that you can read it simply.
--------------------------------------------------------------------	----------------------------------------	----------------------------------------------------------------------	----------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------

<b>Targets</b>	<b>Target #1</b> These targets are likely aligned to your priorities	<b>Target #2</b> But not necessarily.	<b>Target #3</b> Need a prompter for your targets? Answer this...	<b>Target #4</b> What will you have achieved to know that	<b>Target #5</b> ... this year was a success?
----------------	-------------------------------------------------------------------------	------------------------------------------	----------------------------------------------------------------------	--------------------------------------------------------------	--------------------------------------------------