

VISION STATEMENT	

CORE VALUES	BRAND PROMISES
GUIDING PRINCIPLES	END USER EXPECTATIONS

STRATEGIC PRIORITIES			
5-10 YEARS	3-5 YEARS	1 YEAR	THIS QUARTER

YOUR KPI'S		YOUR QUARTERLY PRIORITIES	
KPI	GOAL	PRIORITY DESCRIPTION	DEADLINE

RESOURCES			
EQUIPMENT	SOFTWARE	MANPOWER	FINANCING

SITUATIONAL ANALYSIS (SWOT)	
INTERNAL FACTORS	
STRENGTHS ( + )	WEAKNESSES ( - )
EXTERNAL FACTORS	
OPPORTUNITIES ( + )	THREATS ( - )
SWOT ANALYSIS	