

# Strategy: One-Page Strategic Plan (OPSP)

Organization Name: \_\_\_\_\_

Your Name: \_\_\_\_\_

Date: \_\_\_\_\_

## People (Reputation Drivers)

Employees

Customers

Shareholders

- |          |          |          |
|----------|----------|----------|
| 1. _____ | 1. _____ | 1. _____ |
| 2. _____ | 2. _____ | 2. _____ |
| 3. _____ | 3. _____ | 3. _____ |

## Process (Productivity Drivers)

Make/Buy

Sell

Recordkeeping

- |          |          |          |
|----------|----------|----------|
| 1. _____ | 1. _____ | 1. _____ |
| 2. _____ | 2. _____ | 2. _____ |
| 3. _____ | 3. _____ | 3. _____ |

CORE VALUES/BELIEFS (Should/Shouldn't)	PURPOSE (Why)	TARGETS (3-5 YRS.) (Where)	GOALS (1 YR.) (What)																														
		<table border="1"> <tr><td>Future Date</td><td></td></tr> <tr><td>Revenues</td><td></td></tr> <tr><td>Profit</td><td></td></tr> <tr><td>Mkt. Cap/Cash</td><td></td></tr> <tr><td colspan="2" style="text-align: center;"><b>Sandbox</b></td></tr> </table>	Future Date		Revenues		Profit		Mkt. Cap/Cash		<b>Sandbox</b>		<table border="1"> <tr><td>Yr Ending</td><td></td></tr> <tr><td>Revenues</td><td></td></tr> <tr><td>Profit</td><td></td></tr> <tr><td>Mkt. Cap</td><td></td></tr> <tr><td>Gross Margin</td><td></td></tr> <tr><td>Cash</td><td></td></tr> <tr><td>A/R Days</td><td></td></tr> <tr><td>Inv. Days</td><td></td></tr> <tr><td>Rev./Emp.</td><td></td></tr> </table>	Yr Ending		Revenues		Profit		Mkt. Cap		Gross Margin		Cash		A/R Days		Inv. Days		Rev./Emp.			
Future Date																																	
Revenues																																	
Profit																																	
Mkt. Cap/Cash																																	
<b>Sandbox</b>																																	
Yr Ending																																	
Revenues																																	
Profit																																	
Mkt. Cap																																	
Gross Margin																																	
Cash																																	
A/R Days																																	
Inv. Days																																	
Rev./Emp.																																	
	<p><b>Actions</b> To Live Values, Purposes, BHAG</p> <table border="1"> <tr><td>1</td><td></td></tr> <tr><td>2</td><td></td></tr> <tr><td>3</td><td></td></tr> <tr><td>4</td><td></td></tr> <tr><td>5</td><td></td></tr> </table>	1		2		3		4		5		<p><b>Key Thrusts/Capabilities</b> 3-5 Year Priorities</p> <table border="1"> <tr><td>1</td><td></td></tr> <tr><td>2</td><td></td></tr> <tr><td>3</td><td></td></tr> <tr><td>4</td><td></td></tr> <tr><td>5</td><td></td></tr> </table>	1		2		3		4		5		<p><b>Key Initiatives</b> 1 Year Priorities</p> <table border="1"> <tr><td>1</td><td></td></tr> <tr><td>2</td><td></td></tr> <tr><td>3</td><td></td></tr> <tr><td>4</td><td></td></tr> <tr><td>5</td><td></td></tr> </table>	1		2		3		4		5	
1																																	
2																																	
3																																	
4																																	
5																																	
1																																	
2																																	
3																																	
4																																	
5																																	
1																																	
2																																	
3																																	
4																																	
5																																	
	<b>Profit per X</b>	<b>Brand Promise KPIs</b>	<p><b>Critical #: People or B/S</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <span style="color: green;">■</span>  <span style="color: lightgreen;">■</span>  <span style="color: yellow;">■</span> <i>Between green &amp; red</i>  <span style="color: red;">■</span> </div> </div>																														
	<b>BHAG®</b>	<b>Brand Promises</b>	<p><b>Critical #: Process or P/L</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <span style="color: green;">■</span>  <span style="color: lightgreen;">■</span>  <span style="color: yellow;">■</span> <i>Between green &amp; red</i>  <span style="color: red;">■</span> </div> </div>																														

ACTIONS (QTR) (How)	THEME (QTR/ANNUAL)	YOUR ACCOUNTABILITY (Who/When)																																										
<table border="1"> <tr><td>Qtr #</td><td></td></tr> <tr><td>Revenues</td><td></td></tr> <tr><td>Profit</td><td></td></tr> <tr><td>Mkt. Cap</td><td></td></tr> <tr><td>Gross Margin</td><td></td></tr> <tr><td>Cash</td><td></td></tr> <tr><td>A/R Days</td><td></td></tr> <tr><td>Inv. Days</td><td></td></tr> <tr><td>Rev./Emp.</td><td></td></tr> </table>	Qtr #		Revenues		Profit		Mkt. Cap		Gross Margin		Cash		A/R Days		Inv. Days		Rev./Emp.		<p>Deadline: _____</p> <p>Measurable Target/Critical # _____</p> <p style="text-align: center;"><b>THEME</b></p> <p style="text-align: center;"><b>Scoreboard Design</b> Describe and/or sketch your design in this space</p>	<p style="text-align: center;">Your KPIs      Goal</p> <table border="1"> <tr><td>1</td><td></td><td></td></tr> <tr><td>2</td><td></td><td></td></tr> <tr><td>3</td><td></td><td></td></tr> </table> <p style="text-align: center;">Your Quarterly Priorities      Due</p> <table border="1"> <tr><td>1</td><td></td><td></td></tr> <tr><td>2</td><td></td><td></td></tr> <tr><td>3</td><td></td><td></td></tr> <tr><td>4</td><td></td><td></td></tr> <tr><td>5</td><td></td><td></td></tr> </table>	1			2			3			1			2			3			4			5		
Qtr #																																												
Revenues																																												
Profit																																												
Mkt. Cap																																												
Gross Margin																																												
Cash																																												
A/R Days																																												
Inv. Days																																												
Rev./Emp.																																												
1																																												
2																																												
3																																												
1																																												
2																																												
3																																												
4																																												
5																																												
<p style="text-align: center;"><b>Rocks</b> Quarterly Priorities      Who</p> <table border="1"> <tr><td>1</td><td></td><td></td></tr> <tr><td>2</td><td></td><td></td></tr> <tr><td>3</td><td></td><td></td></tr> <tr><td>4</td><td></td><td></td></tr> <tr><td>5</td><td></td><td></td></tr> </table>	1			2			3			4			5																															
1																																												
2																																												
3																																												
4																																												
5																																												
<p><b>Critical #: People or B/S</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <span style="color: green;">■</span>  <span style="color: lightgreen;">■</span>  <span style="color: yellow;">■</span> <i>Between green &amp; red</i>  <span style="color: red;">■</span> </div> </div>	<b>Celebration</b>	<p><b>Critical #: People or B/S</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <span style="color: green;">■</span>  <span style="color: lightgreen;">■</span>  <span style="color: yellow;">■</span> <i>Between green &amp; red</i>  <span style="color: red;">■</span> </div> </div>																																										
<p><b>Critical #: Process or P/L</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <span style="color: green;">■</span>  <span style="color: lightgreen;">■</span>  <span style="color: yellow;">■</span> <i>Between green &amp; red</i>  <span style="color: red;">■</span> </div> </div>	<b>Reward</b>	<p><b>Critical #: Process or P/L</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <span style="color: green;">■</span>  <span style="color: lightgreen;">■</span>  <span style="color: yellow;">■</span> <i>Between green &amp; red</i>  <span style="color: red;">■</span> </div> </div>																																										

### Strengths/Core Competencies:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Weaknesses:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Trends

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |