*To use this template, first make a copy by* [*clicking here*](https://docs.google.com/document/d/1JI73WrGplrhNE46aLyRD_B74gEynI77EPgXn1ic6WeQ/copy)*. Template by* [*Nels Gilbreth*](https://www.linkedin.com/in/nels-gilbreth-36a9821/) and [*Lenny Rachitsky*](https://www.lennyrachitsky.com/)*. For advice on using the template,* [*read this post*](https://firstround.com/review/the-secret-to-a-great-planning-process-lessons-from-airbnb-and-eventbrite/)*.*

# **[Company or Team] Strategy**

**Mission**

*e.g. To accelerate the world’s transition to sustainable energy*

**Vision**

*e.g. To create the most compelling car company of the 21st century by driving the world’s transition to electric vehicles.*

**Values**

1. *Focus on the user and all else will follow.*
2. *It’s best to do one thing really, really well.*
3. *You can be serious without a suit.*

**Goal**

*e.g. 2 million bookings*

**Strategy**

* Situation: …
* Complication: …
* Solution: …

**Strategic Pillars**

*[Itemize the major bets or investments you believe you need to make in order to be successful]*

1. *e.g. Expand Internationally*
2. …
3. ...

**Pillar #1: e.g. Expand Internationally**

What is it?

*[Short description of this pillar, e.g. We need to expand our offering internationally...]*

Why is it important?

*[Context on why it’s important]*

What will success look like?

*[A sentence or two describing how you know if you’ve succeeded at this pillar]*

Key Initiatives:

*[What are the distinct tracks of work that will be necessary to undertake in order to achieve this]*

1. *e.g. Launch in Japan*
2. *...*
3. ...