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[Company] 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. ...