

STRATEGIC OBJECTIVE

[Company/Project Name]

Version: 1.0 | Last Updated: [Date]

What Is This Document?

The Strategic Objective is a one-page declaration of what your business or project IS. It's not a mission statement or vision board—it's a practical description of your entity's ultimate form. Think of it as the architect's blueprint before construction begins.

1. Core Purpose

What fundamental need does this entity serve? Why does it exist beyond making money?

[Write 1-2 sentences describing the core reason this business/project exists. Be specific and actionable, not aspirational fluff.]

Example: "We provide working professionals with reliable, time-saving meal solutions so they can reclaim evening hours for what matters to them."

2. The Offering

What exactly do you provide? Be specific.

[Describe your primary product or service. What does someone receive when they engage with you?]

3. Target Market

Who specifically do you serve?

Attribute	Description
Demographics	[Age, income, location, profession]
Psychographics	[Values, pain points, desires]
Qualifying Criteria	[What makes someone an ideal customer?]
Disqualifying Criteria	[Who is NOT your customer?]

4. Unique Value Proposition

Why choose you over alternatives?

[Complete this sentence: "Unlike [competitor/alternative], we [unique differentiator] which means [specific benefit to customer]."]

5. Revenue Model

How does money flow?

Revenue Stream	Description	Target % of Revenue
[Primary]		%
[Secondary]		%
[Tertiary]		%

6. Key Metrics

How do you measure success?

Metric	Current	1-Year Target	3-Year Target
[Revenue]			
[Profit Margin]			
[Customer Count]			
[Key Performance Indicator]			

7. Competitive Position

Where do you sit in the market?

[Describe your positioning: premium/budget, niche/broad, innovative/traditional. Who are your top 3 competitors and how do you differentiate?]

8. Long-Term Vision

What does this look like at maturity?

[Describe the entity 5-10 years from now. Size, scope, market position, team structure, revenue level. Be concrete—this is a destination, not a dream.]

9. Non-Negotiables

What will you NEVER compromise on?

1. [Principle 1]
2. [Principle 2]
3. [Principle 3]

10. Exit/End State

What happens eventually?

[Every entity has an end state. Acquisition? IPO? Lifestyle business? Succession? Define it so decisions align with this trajectory.]

Review Cadence

This document should be reviewed **quarterly** and updated **annually** unless major strategic shifts occur.

Review Date	Reviewer	Changes Made

"The Strategic Objective is not a wish list. It's a declaration of intent—a commitment to a specific destination."

— Sam Carpenter, Work the System