Strategy: One-Page Strategic Plan (OPSP)

Organization

BHAG is a Registered Trademark of Jim Collins and Jerry Porras.

People (Reputation Drivers) **Employees** Customers **Shareholders** _____ 1. ___ _____ 1. __ 2. ______ 2. _____ 2. _____ _____ 3. ___ **COREVALUES/BELIEFS PURPOSE** TARGETS (3-5 YRS.) GOALS (1 YR.) (Should/Shouldn't) (Why) (Where) (What) **Future Date** YR Ending Revenues Revenues Profit Profit Mkt Cap/Cash MKT Cap Gross Margin Sandbox Cash A/R Days Inv. Days Rev./Emp. **Actions Key Thrusts/Capabilities Key Initiatives** To Live Values, Purposes, BHAG **Profit per X Brand Promise KPI's** Critical #: People or B/S Between green & red **BHAG® Brand Promises** Critical #: Process or P/L Between green & red **Strengths/Core Competencies** Weaknesses:

Your	Name:	
Toul	Ivallic.	



Process (Productivity Drivers)

<i>Make/Buy</i> 1		Sell		Recordkeeping 1	
	3		3		
ACTIONS (QTR) (How)		THEME (QTR/ANNUAL)		YOUR ACCOUNTABILITY (Who/When)	
Qtr#		Deadline:	Your KPIs	Goal	
Revenues		Measurable Target/Critical #	1		
Profit					
Mkt Cap			2		
Gross Margin					
Cash VR Days		Theme Name			
nv. Days			3		
Rev./Emp					
Rocks		Scoreboard Design	Your Quarterly Priorities	Due	
	Who	Describe and/or sketch your design in this space	1		
I		,			
			2		
!					
3			3		
1			4		
•					
			5		
5					
Critical #: Peopl	e or B/S	Celebration	Critical #: Peop	ole or B/S	
Deturns were 0 and			Detuces were 8 and		
Between green & red			Between green & red		
	ss or B/I	Reward	Critical #: Proc	oss or B/I	
Critical #: Process or P/L		newaru	Offical #. Proc	e55 01 P/L	
Between green & red			Between green & red		
			<u> </u>		
			4		
2			5		
3			6		
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