

**People (Relationship Drivers)**

*Employees*

*Customers*

*Shareholders*

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</td><td></td></tr> </table> <p style="text-align: center;"><b>Sandbox</b></p>	Future Date		Revenues		Profit		Mkt Cap		<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.																				
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Core Competencies	Profit/X	Brand Promise KPIs	Critical #: People (B/S)
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	<b>BHAG®</b>	<b>Brand Promises</b>	Critical #: Process (P/L)
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**Strengths:** 1 \_\_\_\_\_ **Weakness:** 1 \_\_\_\_\_  
 2 \_\_\_\_\_ 2 \_\_\_\_\_  
 3 \_\_\_\_\_ 3 \_\_\_\_\_



**Process (Productivity Drivers)**

*Make/Buy*

*Sell*

*Record Keeping*

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

ACTIONS (Quarter _____)	ACTIONS (Quarter _____)	ACTIONS (Quarter _____)	ACTIONS (Quarter _____)																																																																																																																																				
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**Opportunities:** 1 \_\_\_\_\_ **Threats:** 1 \_\_\_\_\_  
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