

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>	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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Sandbox		Key Thrusts/Capabilities 3 – 5 Year Priorities																											
Actions To Live Values, Purpose, BHAG		Key Initiatives Annual Priorities																											
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2		2																											
3		3																											
4		4																											
5		5																											

Core Competencies	Profit/X	Brand Promise KPIs	Critical #: People (B/S)
			_____ _____ Between green and red _____
			Critical #: Process (P/L) _____ _____ Between green and red _____
	BHAG®	Brand Promises	

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 (Trimester _____)	ACTIONS (Trimester _____)	ACTIONS (Trimester _____)																																																						
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Opportunities: 1 _____ Threats: 1 _____

2 _____ 2 _____

3 _____ 3 _____