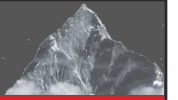


THE STRATEGIC VISION & EXECUTION PLAN



PURPOSE: WHY WE EXIST?	PINNACLE: THE TOP OF OUR MOUNTAIN	ANNUAL GROWTH PLAN	
		Due Date	
		Profit	
		Revenues	
		Key Metric	
		Key Metric	
CORE BUSINESS	MILESTONES		GOALS
	Future Date		1
	Profit		
	Revenues		
	<ul style="list-style-type: none"> • 		2
CORE VALUES	<ul style="list-style-type: none"> • 		
•	<ul style="list-style-type: none"> • 		3
•	<ul style="list-style-type: none"> • 		
•	<ul style="list-style-type: none"> • 		4
•	<ul style="list-style-type: none"> • 		
•	<ul style="list-style-type: none"> • 		5
•	<ul style="list-style-type: none"> • 		
•	<ul style="list-style-type: none"> • 		6
•	<ul style="list-style-type: none"> • 		
•	<ul style="list-style-type: none"> • 		7
•	<ul style="list-style-type: none"> • 		
•	<ul style="list-style-type: none"> • 		
•	<ul style="list-style-type: none"> • 		
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•	<ul style="list-style-type: none"> • 		
•	<ul style="list-style-type: none"> • 		

Trends

1. _____

4. _____

2. _____

5. _____

3. _____

6. _____



THE STRATEGIC VISION & EXECUTION PLAN



QUARTERLY EXECUTION		QUARTERLY THEME													
Due Date		Theme Name Celebration / Reward:													
Profit															
Revenues															
Key Metric															
Rocks		Flywheel Design <i>Describe and/or sketch your design in this space</i>													
1															
2		One-Phrase Strategy													
3															
4		<table border="1"> <thead> <tr> <th>Brand Promises</th> <th>Brand Promise KPIs</th> </tr> </thead> <tbody> <tr> <td>1</td> <td></td> </tr> <tr> <td>2</td> <td></td> </tr> <tr> <td>3</td> <td></td> </tr> <tr> <td>4</td> <td></td> </tr> <tr> <td>5</td> <td></td> </tr> </tbody> </table>		Brand Promises	Brand Promise KPIs	1		2		3		4		5	
Brand Promises	Brand Promise KPIs														
1															
2															
3															
4															
5															
5															
6															
7															
8															
9															

Strengths:

1. _____
2. _____
3. _____

Weaknesses:

1. _____
2. _____
3. _____

CAMP: Place to keep things safe till you are ready to use them

