

People-Strategy-Execution One Page



People

Core Values	Core Purpose	Core Competence
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____

Strategy

BHAG _____ _____ _____	Ideal Client _____ _____ _____
3 Year Goals _____ _____ _____	Value Proposition _____ _____ _____

Execution

Annual Goals

Date: _____

Revenue: _____

Profit: _____

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

Quarterly Rocks

Date: _____

Revenue: _____

Profit: _____

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

Long Term Parking Lot

[illegible]