**[A blue and white sign

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| VISION STATEMENT |
|  |
| CORE VALUES |
|  |
| Guiding Principles |
|  |
| BRAND PROMISES |
|  |
| End-User Expectations |
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| --- | --- |
| STRATEGIC PRIORITIES | |
| 5-10 Years | |
|  | |
| 3-5 Years | |
|  | |
| 1 Year | |
|  | |
| This Quarter | |
|  | |
| KEY PERFORMANCE INDICATORS | |
| KPI | |
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|  | |
| Goal | |
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|  | |
| YOUR QUARTERLY PRIORITIES |
| Priorities and Deadline |
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|  |
|  |
| RESOURCES |
| Equipment |
|  |
| Software |
|  |
| Manpower |
|  |
| Financing |
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| SITUATIONAL ANALYSIS (SWOT) |
| INTERNAL FACTORS |
| Strengths (+) |
|  |
| Weaknesses (-) |
|  |
| EXTERNAL FACTORS |
| Opportunities (+) |
|  |
| Threats (-) |
|  |
| SWOT ANALYSIS |
|  |

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