**Strategic Vision Template**

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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 |
|   |
|   |
|   |
|   |
| Goal |
|   |
|   |
|   |
|   |
| YOUR QUARTERLY PRIORITIES |
| Priorities and Deadline |
|   |
|   |
|   |
|   |
| 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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