**Strategic Vision Template Example**

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| VISION STATEMENT |
| Our vision is to be at the forefront of the electric vehicle revolution by providing innovative, accessible, and sustainable charging solutions that propel the world toward a cleaner, greener future. |
| CORE VALUES |
| * Innovation: We strive to continuously push the boundaries of technology and service to enhance the EV owner's experience.
* Sustainability: We commit to environmental stewardship and renewable practices.
* Customer-Centricity: We ensure every interaction reflects our dedication to the user’s satisfaction.
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| Guiding Principles |
| * Lead with integrity and transparency.
* Foster community and industry partnerships to drive change.
* Prioritize long-term impacts over short-term gains.
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| BRAND PROMISES |
| * Reliability: We promise to deliver dependable technology and support.
* Accessibility: We will ensure our services are easy to use and widely available.
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| End-User Expectations |
| * Enjoy a seamless charging experience.
* Access responsive customer service and support.
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| STRATEGIC PRIORITIES |
| 5-10 Years |
|  Achieve a 50% market share in the global EV charging industry. |
| 3-5 Years |
|  Expand our network to include over 10,000 new charging stations. |
| 1 Year |
|  Develop and launch a mobile app for enhanced user engagement. |
| This Quarter |
|  Initiate the pilot project for solar-powered charging stations. |
| KEY PERFORMANCE INDICATORS |
| KPI |
| Number of stations installed |
| Customer satisfaction ratings |
| App downloads and active users |
|   |
| Goal |
| Install 500 new charging stations in the next six months. |
| Achieve an 80% customer satisfaction rating on survey responses. |
| Increase app downloads by 50% and the percentage of active users by 25%. |
|   |
| YOUR QUARTERLY PRIORITIES |
| Priorities and Deadline |
| Launch the pilot solar-powered charging station - Quarter Two 20XX |
| Priority - Deadline 20XX |
| Priority - Deadline 20XX |
| Priority - Deadline 20XX |
| RESOURCES |
| Equipment |
| Implement advanced charging station technology. |
| Software |
| Develop user interface for station management. |
| Manpower |
| Hire 100 new technicians. |
| Financing |
| Secure $20M in green investments. |

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| SITUATIONAL ANALYSIS (SWOT) |
| INTERNAL FACTORS |
| Strengths (+) |
| Innovative technology, strong brand recognition |
| Weaknesses (-) |
| High initial deployment costs |
| EXTERNAL FACTORS |
| Opportunities (+) |
|  Increasing demand for green technology |
| Threats (-) |
| Rapid changes in regulatory environments |
| SWOT ANALYSIS |
|  Positive Charge is well-positioned to capitalize on the growing trend towards electric vehicles but must navigate significant upfront investments and evolving regulations. Our commitment to innovation and customer satisfaction is pivotal in maintaining a competitive edge. |

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