**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=8658&utm_source=template-word&utm_medium=content&utm_campaign=Strategic+Vision+Example-word-8658&lpa=Strategic+Vision+Example+word+8658)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. |
| Guiding Principles |
| * Lead with integrity and transparency. * Foster community and industry partnerships to drive change. * Prioritize long-term impacts over short-term gains. |
| BRAND PROMISES |
| * Reliability: We promise to deliver dependable technology and support. * Accessibility: We will ensure our services are easy to use and widely available. |
| 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 | |
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| 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%. | |
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| 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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