Strategy: One-Page Strategic Plan (OPSP)

Organization Name:

Your Name: Date:

Gazelles INTERNATIONAL COACHES

People (Reputation Drivers)

Employees
1. _____
2. _____
3. _____

Customers
1. _____
2. _____
3. _____

Shareholders
1. _____
2. _____
3. _____

CORE VALUES/BELIEFS (Should/Shouldn't)	PURPOSE (Why)	TARGETS (3-5 YRS.) (Where)	GOALS (1 YR.) (What)

TARGETS (3-5 YRS.)

Future Date	
Revenues	
Profit	
Mkt. Cap./Cash	

Sandbox

GOALS (1 YR.)

Yr. Ending	
Revenues	
Profit	
Mkt. Cap.	
Gross Margin	
Cash	
A/R Days	
Inv. Days	
Rev./Emp.	

Actions
To Live Values, Purposes, BHAG®
1.
2.
3.
4.
5.

Key Thrusts/Capabilities
1.
2.
3.
4.
5.

Key Initiatives
1.
2.
3.
4.
5.

Profit per X

Brand Promise KPIs

Critical #: People or B/S
🟢
🟢
🟡 *Between green and red*
🔴

BHAG®

Brand Promises

Critical #: Process or P/L
🟢
🟢
🟡 *Between green and red*
🔴

Strengths/Core Competencies
1. _____
2. _____
3. _____

Weaknesses
1. _____
2. _____
3. _____

Process (Productivity Drivers)

Make/Buy
1. _____
2. _____
3. _____

Sell
1. _____
2. _____
3. _____

Record Keeping
1. _____
2. _____
3. _____

ACTIONS (QTR) (How)	THEME (Qtr./Annual)	YOUR ACCOUNTABILITY (Who/When)

ACTIONS (QTR)

Qtr. #	
Revenues	
Profit	
Mkt. Cap.	
Gross Margin	
Cash	
A/R Days	
Inv. Days	
Rev./Emp.	

THEME

Deadline	
Measurable Target/Critical #	

Theme Name

YOUR ACCOUNTABILITY

Your KPIs — Goal
1
2
3

Rocks — Who
1
2
3
4
5

Scoreboard Design
Describe and/or sketch your design in this space

Your Quarterly Priorities — Due
1
2
3
4
5

Critical #: People or B/S
🟢
🟢
🟡 *Between green and red*
🔴

Celebration

Critical #: People or B/S
🟢
🟢
🟡 *Between green and red*
🔴

Critical #: Process or P/L
🟢
🟢
🟡 *Between green and red*
🔴

Reward

Critical #: Process or P/L
🟢
🟢
🟡 *Between green and red*
🔴

Trends
1. _____
2. _____
3. _____
4. _____
5. _____
6. _____