

Company:

MARKET POSITIONING

Mission² (what business are we in... simple terms)

Sandbox¹

a. Geographic Area we Serve

b. Target Customer Segments

c. Products and Services we Provide

d. How we go to Market

Value Proposition

Brand Promise¹

SWOT REVIEW

Strengths

Weaknesses

Opportunities

Threats

The One Page Translator[™]

Long-Term Strategic Thinking

Core Ideology

Core Values³
The few essential tenets that are non-negotiable within the organization – timeless and unchanging

STRATEGIC ANCHORS²



1

2

3

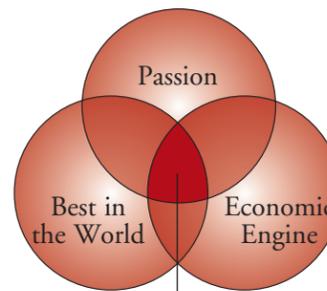
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HEDGEHOG⁴

Passion

Best in the World

Economic Engine (Profit per X)



What's at the center?

ENVISIONED FUTURE³

BHAG³ (10-30 years out)

Vivid Description of the Future³

Purpose³

Why we exist – beyond making money

References:

¹ Verne Harnish, Gazelles, Inc., "Mastering The Rockefeller Habits" (and the idea of a one page strategic plan)

² Patrick Lencioni, The Table Group, Inc.

³ Jim Collins, "Built To Last"

⁴ Jim Collins, "Good To Great"



3 Year

Date:

Metrics

Key Thrusts (Top 3 – 5)

1

2

3

4

5

1 Year

Date:

Metrics

Key Initiatives (Top 3 – 5)

1

2

3

4

5

Company:

Scoring Key

rock completed

worked on but not finished

No Substantial Progress

Rock Deleted

1st quarter rocks | (Top 3 – 5)

metrics

1

2

3

4

5

2nd quarter rocks | (Top 3 – 5)

metrics

1

2

3

4

5

3rd quarter rocks | (Top 3 – 5)

metrics

1

2

3

4

5

4th quarter rocks | (Top 3 – 5)

metrics

1

2

3

4

5