

One Page Strategic Plan - Directions

Business Name:

Who are you? Enter the name of your business.

Vision:

What are you? Envision your ideal business. What will it look like in 5 years?

Mission:

Why are you in business? What is your business purpose? What are you trying to accomplish for your customers?

Values:

What are the values that drive your business? What standards will dictate how you do business?

Key Strategies:

How will you reach your vision? You are here and you want to be there. Close the gap. What actions will you take to get from here to where you want your business to be?

Major Goals:

How will you know you have reached success? Enter the measurements that will be realized by following your key strategies.

One Page Strategic Plan - Example

Business Name:

Traffic Mavericks

Vision:

We are the leading provider of web based Internet Marketing training in the world. When people think of learning how to get more customers for their business, they think of us.

Mission:

Our mission is to help people skyrocket their profits by showing them how to get boatloads of high quality web traffic.

Values:

Our customers are our number one priority and we are dedicated to providing them the best solutions available for their business. We will work hard to over-deliver with everything we do.

Key Strategies:

1. Traffic Mavericks University will be the best place to learn web traffic online powered by the latest interactive elearning technology.
2. We will provide our customers with the highest quality information and tools available.
3. All information will be kept up to date on an ongoing basis.
4. All access will be made affordable for even small businesses.
5. Membership will be limited so that we can focus on individual members more.

Major Goals:

1. To have 500 new members by 11/10/2009
2. To have helped create 100 new millionaires by 03/01/2010
3. To have annual revenues of 10 million dollars by 07/01/2011

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