

# Write Your 1-Page Strategic Plan

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The 1-Page Strategic Plan is a deceptively simple but powerful tool. It helps the CEO capture the essential core of the company in a single page, which can then be easily shared to align the leadership team, the board, and employees at all levels.

Here is a guide to what should go into your 1-Page Strategic Plan. See the end of this document for a printable template.

## 1. Mission & Vision

The mission and vision go at the very top of the page. When they are compelling, they not only rally your whole team—they also attract high performers who are motivated by your company's reason for being.

The **mission statement** describes your overall purpose as an organization.

- *What is our overarching intent?*
- *What makes us different from everyone else?*
- *What is the essence of what we're trying to achieve?*

The **vision statement** describes how the world will look if you achieve your mission:

- *What role in the world do we want this organization to play?*
- *How will people live differently if our organization is successful?*

## 2. Differentiating Values

Your organization's values are the principles that guide decisions and actions at every level of the workforce. A good set of values promotes autonomy while also building a sense of relatedness.

We call these *differentiating* values because we want you to choose values that are specific and unique. Rather than writing down generic and expected concepts like *honesty*, *integrity*, or *quality*, think about the trade-offs your employees must make day-to-day and what values should guide their decision making.

### 3. Strategic Objectives (2–3 Years)

Next comes a set of 4–6 clearly defined organizational goals looking out over a 2- to 3-year period. In writing them, you want to answer this question: *If we execute our strategy successfully, what tangible outcomes should we be able to attain in each functional area of the business?*

Start the goal-setting process with the two triangles of tension every CEO must manage:

- External tensions that exist between **shareholders**, **customers**, and **employees**.
- Internal tensions that exist between **sales**, **marketing**, and **product**.

Using these six areas, simply ask, What is the most important thing we need to accomplish in each of these areas in the next two years? Agreeing on those goals with clear objective measurements for each provides a roadmap for the entire organization.

### 4. Quarterly Goals

To complete your 1-Page Strategic Plan, start with the 2- to 3-year goals above and specify 4–6 company-level goals that should be achieved this quarter. Be realistic, and again consider the triangles of tension, ensuring you include the whole organization in these goals.

# 1-PAGE STRATEGIC PLAN

## MISSION & VISION


## DIFFERENTIATING VALUES

## STRATEGIC OBJECTIVES

1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.

## QUARTERLY GOALS

## MEASUREMENT

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	