

PLAN ON A PAGE

ONE THING

COMPANY NAME:
DATE

90 DAY ACTIONS

12 MONTH GOALS

3 YEAR STRATEGIC MOVES

GIC

Core:

Non-Core:

KPI's	90 days	12 months	3 years

Clifton Strengths (www.gallup.com/cliftonstrengths)

Business Builder Strengths (www.gallup.com/cliftonstrengths)

Ideal Customer:

Ideal Customer's greatest need:
(That we can solve)

BRAND PROMISE:

DPOD

BOB

RR2B

KEY BENEFITS:

Emotional

Functional

Financial



VALUES (Values Creator @ www.christophermiller.co.nz)

DPOD: Dramatic Point of Difference
BOD: Blunt Overt Benefit
RR2B: Real Reason to Believe

PURPOSE
(Purpose Creator @ www.christophermiller.co.nz)

GIC: Greatest Imaginable Challenge

Strengths	Weaknesses	Opportunities	Threats

Political
Economic
Social
Technological

