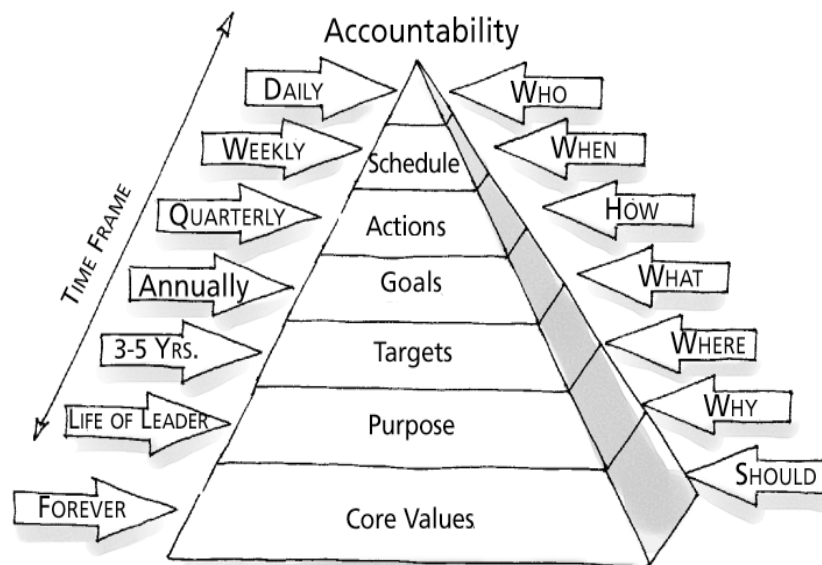




Increasing the Value of Fast Growth Companies.

One-Page Strategic Plan





Increasing the Value of Fast Growth Companies.

One-Page Strategic Plan

Organization Name	
Your Name	
Date	

CORE VALUES/BELIEFS (Should/Shouldn't)	PURPOSE (Why)	TARGETS (3-5 YRS.) (Where)	GOALS (1 YR.) (What)
		<div>Future Date</div> <div>Revenues</div> <div>Profit</div> <div>Mkt Cap</div> <div>Sandbox</div>	<div>Yr Ending</div> <div>Revenues</div> <div>Profit</div> <div>Mkt Cap</div> <div>Gross Margin</div> <div>Cash</div> <div>A/R Days</div> <div>Inv. Days</div> <div>Rev./Emp.</div>
	<div>Actions</div> <div>To Live Values, Purpose, BHAG</div> <div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> </div> <div>Check boxes above after assigning accountability</div> <div>BHAG</div>	<div>Key Thrusts/Capabilities</div> <div>3 – 5 Year Priorities</div> <div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> </div> <div>KPIs/Smart Numbers</div> <div>Brand Promise</div>	<div>Key Initiatives</div> <div>Annual Priorities</div> <div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> </div> <div>1 or 2 Critical #s</div>

Opportunities to exceed plan

1	
2	
3	
4	
5	

Threats to making plan

1	
2	
3	
4	
5	

ACTIONS (QTR) (How)	THEME (QTR/ANNUAL)	YOUR ACCOUNTABILITY (Who/When)																																																									
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 15%;">Qtr. #</td><td></td></tr> <tr><td>Revenues</td><td></td></tr> <tr><td>Profit</td><td></td></tr> <tr><td>Mkt Cap</td><td></td></tr> <tr><td>Gross Margin</td><td></td></tr> <tr><td>Cash</td><td></td></tr> <tr><td>A/R Days</td><td></td></tr> <tr><td>Inv. Days</td><td></td></tr> <tr><td>Rev./Emp.</td><td></td></tr> </table> <p style="text-align: center;">Rocks Quarterly Priorities</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 5%;">1</td><td style="width: 85%;"></td><td style="width: 10%;"></td></tr> <tr><td>2</td><td></td><td></td></tr> <tr><td>3</td><td></td><td></td></tr> <tr><td>4</td><td></td><td></td></tr> <tr><td>5</td><td></td><td></td></tr> </table> <p style="text-align: center;">Prioritize your Rocks.</p> <p style="text-align: center; margin-top: 20px;">1 or 2 Critical #s</p> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/>	Qtr. #		Revenues		Profit		Mkt Cap		Gross Margin		Cash		A/R Days		Inv. Days		Rev./Emp.		1			2			3			4			5			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 30%;">Deadline</td><td></td></tr> <tr><td colspan="2">Measurable Target/Critical #</td></tr> <tr><td colspan="2" style="height: 100px; vertical-align: middle; text-align: center;"> Theme Name <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> </td></tr> </table> <p style="text-align: center; margin-top: 20px;">Scoreboard Design Describe and/or sketch your design in this space.</p> <p style="text-align: center; margin-top: 20px;">Celebration/Reward</p> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/>	Deadline		Measurable Target/Critical #		Theme Name <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/>		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 10%;"></th> <th style="width: 75%; text-align: center;">Your Quarterly Priorities</th> <th style="width: 15%; text-align: center;">Due</th> </tr> <tr><td>1</td><td></td><td></td></tr> <tr><td>2</td><td></td><td></td></tr> <tr><td>3</td><td></td><td></td></tr> <tr><td>4</td><td></td><td></td></tr> <tr><td>5</td><td></td><td></td></tr> </table> <div style="text-align: center; margin-top: 20px;"> </div> <p style="text-align: center; margin-top: 20px;">For Editable Word Document go to www.gazelles.com</p>		Your Quarterly Priorities	Due	1			2			3			4			5		
Qtr. #																																																											
Revenues																																																											
Profit																																																											
Mkt Cap																																																											
Gross Margin																																																											
Cash																																																											
A/R Days																																																											
Inv. Days																																																											
Rev./Emp.																																																											
1																																																											
2																																																											
3																																																											
4																																																											
5																																																											
Deadline																																																											
Measurable Target/Critical #																																																											
Theme Name <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/>																																																											
	Your Quarterly Priorities	Due																																																									
1																																																											
2																																																											
3																																																											
4																																																											
5																																																											

Rockefeller Habits

Checklist

Name _____ Company _____ Date _____

- 1) **Everyone aligned with #1 thing that needs to be accomplished this quarter to move company forward**
 - ☐ 5 priorities (Rocks) are identified and ranked for the quarter
 - ☐ A Critical Number is identified and aligns with the #1 priority
 - ☐ A Quarterly Theme is established that brings the key priority/Critical Number alive
 - ☐ A scoreboard for the Critical Number is posted and Theme announced
 - ☐ All employees know what the Celebration/Reward will be
- 2) **Communication rhythm is established. Information moves through organization accurately and quickly**
 - ☐ All employees are in some kind of a daily and weekly huddle
 - ☐ Huddles cascade from senior management to frontline or visa versa
- 3) **Every facet of the organization has a person assigned with accountability for ensuring goals are met**
 - ☐ Income (P&L), Cash Flow, & Balance Sheet statements have persons assigned to each line item
 - ☐ An accountability chart has been created
- 4) **Ongoing employee feedback and input is systematized to remove obstacles and identify opportunities**
 - ☐ Employee hassles/ideas/suggestions/issues are being collected weekly
 - ☐ There is a systematic process for addressing issues and opportunities
 - ☐ Thank You cards are being written every week by senior management
- 5) **Reporting and analysis of Customer Feedback data is as frequent and accurate as financial data**
 - ☐ All employees are involved in collecting customer data
 - ☐ There is a person assigned accountability for customer feedback
 - ☐ All senior leaders communicate with at least one customer weekly
- 6) **Core ideologies are "alive" in the organization**
 - ☐ Core ideologies are discovered and defined
 - ☐ Stories are being shared of employees who represent the ideologies
 - ☐ Core ideologies are included in appraisal and recognition processes
- 7) **Clear understanding of the firm's market position drives strategic planning and sales and marketing**
 - ☐ Brand Promise and market (Sandbox) are clearly defined
 - ☐ The organization is aligned around 5 key strategies (Thrusts/Capabilities) for growth
- 8) **All employees can report at any time what their productivity is and how it compares against goals**
 - ☐ Smart Numbers (key performance indicators) are identified for the organization
 - ☐ Weekly measures for each individual/team are clearly displayed and reviewed
- 9) **A "situation room" is established for the weekly executive team meeting**
 - ☐ Smart Numbers and Critical Numbers are posted bigger than life with goals clearly shown
 - ☐ Data is presented graphically to help visualize trends
 - ☐ Core ideologies, priorities, and market maps posted
- 10) **As goes the Executive Team goes the rest of the firm**
 - ☐ Team members understand each other's differences, priorities, and styles
 - ☐ The team meets offsite every few months for strategic thinking and renewal
 - ☐ The team is having fun together