

# Objective to Plan Guide

Company Strategy

Objective 1

Objective 2

What are we doing?

Success Factor

Success Factor

Success Factor

Success Factor

What will success look like?

Plan

Plan

Plan

Plan

Plan

Plan

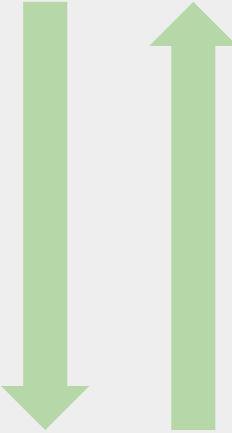
What will we do to achieve this

Aspirational



Detailed

Design Down



Deliver up

Ongoing & Adjusted

Timebound & defined

Themes

Theme 1

Theme 2

# Company Strategy

## Objective to Plan template

Objective 1

Objective 2

Objective 3

What are we  
doing?

Success Factor

Success Factor

Success Factor

Success Factor

Success Factor

Success Factor

What will  
success  
look like?

Plan

Plan

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Plan

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Plan

Plan

Plan

Plan

What will we  
do  
to achieve  
this

Themes

Theme 1

Theme 2

Theme 3

To be leader in our category through superior product and service

## Objective to Plan Example

Maximise CS  
Contribution to  
recurring revenue

Objective 2

Objective 3

What are we  
doing?

Achieve 114% +  
Net Retention  
Rate

Advocats  
driving 1 new  
business per  
logo churn

Success Factor

Success Factor

Success Factor

Success Factor

What will  
success  
look like?

Early  
made  
retention  
plans for  
all CSM  
accounts

Develop  
robust  
advocacy  
marketing  
plan

Example  
3

Plan

Plan

Plan

Plan

Plan

Plan

What will we  
do  
to achieve  
this

Themes

Always be proactive

Customers helping  
customers

Make everything  
simple