

CEO Tools – One Page Business Plan

Who We Are	<b>STRATEGY</b> What We Will Accomplish	<b>TACTICS</b> How We Will Accomplish Strategy	<b>METRICS</b> What We Will Measure	<b>GOALS</b> Target/Results	<b>OWNER</b> Who Will Track	
VISION—best version of us	Financial Strategy					
MISSION—our why	Customer Strategy					
USP—Unique Sales Proposition/Brand Promise/Why us?	People Strategy					
Values—Who We Are Value 1:  Value 2:  Value 3:  Value 4:  Value 5:	Operational Strategy					
	Wild Card / Growth Strategy					
	BHAG—Big Hairy Audacious Goal			Key Customers Impacting Positions		