



THE ONE-PAGE STRATEGIC PLAN

One shared view of the commitments that guide decisions now.

THE 4Ms LEADERSHIP TOOLKIT

Leading in the space between strategy and execution

ORGANIZATION OR TEAM		PLAN PERIOD	LAST UPDATED	PLAN OWNER

1

WHO ARE WE, AND WHY DO WE EXIST?
Strategic foundation

MISSION

PURPOSE	Why do we exist?
MISSION	What do we do now, for whom, and how do we create value?
VISION	What future are we committed to creating?
UVPS	What makes our contribution distinct and worth protecting?

3

HOW WILL WE KNOW?
Evidence and targets tied to objectives

METRICS

OBJ. #	CORE METRIC	CURRENT	TARGET	OWNER

2

WHERE WILL WE INVEST?
3-5 objectives and explicit resource trade-offs

MONEY

BSC LENS	STRATEGIC OBJECTIVE	RESOURCE COMMITMENT / TRADE-OFF	OWNER

BSC LENS KEY: F = Financial / Stewardship | S = Stakeholder | I = Internal Process | L&G = Learning & Growth

4

WHAT MOVES FIRST?
Key initiatives, ownership, and sequence

MAP

OBJ. #	KEY INITIATIVE	OWNER	STATUS / TIME BAND

GROUND	What is outside the current commitment, and what condition would cause us to reconsider?
--------	---