Organization Name:

People (Relationship Drivers) **Employees Customers Shareholders** PURPOSE TARGETS (3-5 YRS.) GOALS (1 YR.) **CORE VALUES/BELIEFS** (Should/Shouldn't) (Why) (Where) (What) Future Date YR Ending Revenues Revenues Profit Profit Mkt Cap MKT Cap Gross Margin Sandbox Cash A/R Days Inv. Days Rev./Emp. Key Thrusts/Capabilities Actions Key Initiatives To Live Values, Purposes, BHAG 3 – 6 Priorities Annual Priorities 1 1 2 5 5 5 Critical #: People (B/S) Profit/X **Brand Promises KPI's** Core competencies Between green & red **BHAG**[®] **Brand Promises** Critical #: Process (P/L) Between green & red Weaknesses Strengths

Date:



Process (Productivity Drivers)

Make/Buy	Sell	Recor	dkeeping
1	1	1	
2	2		
3.	3.	3.	
*			
ACTIONS	ACTIONS	ACTIONS	ACTIONS
(Quarter)	(Quarter)	(Quarter)	(Quarter)
Qtr#	Qtr#	Qtr #	Qtr #
Revenues	Revenues	Revenues	Revenues
Profit	Profit	Profit	Profit
Mkt Cap	Mkt Cap	Mkt Cap	Mkt Cap
Gross Margin	Gross Margin	Gross Margin	Gross Margin
Cash	Cash	Cash	Cash
A/R Days	A/R Days	A/R Days	A/R Days
Inv. Days	Inv. Days	Inv. Days	Inv. Days
Rev./Emp	Rev./Emp	Rev./Emp	Rev./Emp
Rocks	Rocks	Rocks	Rocks
Quarterly Priorities Who	Quarterly Priorities Who	Quarterly Priorities Who	Quarterly Priorities Who
1	1	1	1
2		2	2
3	3	3	3
4	4	4	4
5		5	5
Critical #: People (B/S)	Critical #: People (B/S)	Critical #: People (B/S)	Critical #: People (B/S)
		(8)	(8)
Between green & red	Between green & red	Between green & red	Between green & red
Critical #: Process (P/L)	Critical #: Process (P/L)	Critical #: Process (P/L)	Critical #: Process (P/L)
- 1100e33 (1 /L)		5/10001 #. 1 100633 (1 /L)	
	*		
Return stron	Detugen arror	Detween arror	Detugen mass:
Between green	Between green	Between green	Between green
Opportunities		Threats	
		1	
		2	
2. 3.		2 3.	
		J.	

Copyright 2011 Gazelles, Inc. v 2.0