

# template for a strategy map

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**Financial Perspective**

- Growth: Sales Growth\*\*
- Productivity: Gross Profit \$/Labor \$\*\*
- ROI: ROCD\*\*
- EBITDA: EBITA\*\*
- Gross Profit: Gross Profit Growth\*\*

**Customer Value Perspective**

- New Concepts: Net gross profit from concepts <2 yrs old\*\*
- New Customers: Growth in core categories & Customer count\*\*
- Contribution: Contribution \$ & % change\*\*
- Asset Utilization: Inventory turns & Hurdle rate on projects\*\*
- Quality, Value, Cleanliness, Friendly
- Selection
- Enjoyable Experience
- Interesting Promotions

**Internal Perspective**

- Build the Franchise: Continually develop & successfully roll out new & innovative programs
- Increase Customer Value: Enhance the customer experience with "Ban Boredom" program and flawless implementation
- Operational Excellence: Focus on store, in-stock, & associate productivity

**Learning and Growth Perspective**

- Competencies: Required competencies are built on tenure & capability rating
- Technology: Focus of technology is on information systems use
- Climate for Action: Ability to implement relies heavily on employee satisfaction

Measures at the bottom:

- Tenure & Capability evaluation\*\*
- Technology evaluation sheet\*\*
- Gallup poll\*\*

\* Adapted from Kaplan & Norton Figure 3-8, page 82. \*\* Measures

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Agile Test Strategy Sample Template. What to include in an agile test strategy document? We list the common elements to be included in the test strategy doc

Title: Microsoft Word - pdfs 2 Author: Raymond Jones Created Date: 4:49:49 PM

A strategic plan is a roadmap to grow your business, and these are the 13 sections that will help you identify and achieve your goals.

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Before you can think about developing strategy, you need to do four things: 1. Define your business boundaries 2. Determine and agree the overriding goal for the business

Thank you very much. At least i have a starting point in developing our own go to market strategy.

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