

Gazelles International Four Decisions™ Tools

One-Page Strategic Plan



Strategy: One-Page Strategic Plan (OPSP)

Organization Name: _____

People (Reputation Drivers)

Employees	Customers	Shareholders
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____

CORE VALUES/BELIEFS (Should/Shouldn't)	PURPOSE (Why)	TARGETS (3-5 YRS.) (Where)	GOALS (1 YR.) (What)																														
		<table border="1" style="width: 100%; border-collapse: collapse; text-align: left;"> <tr><td>Future Date</td><td>_____</td></tr> <tr><td>Revenues</td><td>_____</td></tr> <tr><td>Profit</td><td>_____</td></tr> <tr><td>Mkt. Cap./Cash</td><td>_____</td></tr> <tr><td colspan="2" style="text-align: center;">Sandbox</td></tr> </table>	Future Date	_____	Revenues	_____	Profit	_____	Mkt. Cap./Cash	_____	Sandbox		<table border="1" style="width: 100%; border-collapse: collapse; text-align: left;"> <tr><td>Yr. Ending</td><td>_____</td></tr> <tr><td>Revenues</td><td>_____</td></tr> <tr><td>Profit</td><td>_____</td></tr> <tr><td>Mkt. Cap.</td><td>_____</td></tr> <tr><td>Gross Margin</td><td>_____</td></tr> <tr><td>Cash</td><td>_____</td></tr> <tr><td>A/R Days</td><td>_____</td></tr> <tr><td>Inv. Days</td><td>_____</td></tr> <tr><td>Rev./Emp.</td><td>_____</td></tr> </table>	Yr. Ending	_____	Revenues	_____	Profit	_____	Mkt. Cap.	_____	Gross Margin	_____	Cash	_____	A/R Days	_____	Inv. Days	_____	Rev./Emp.	_____		
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	Profit per X	Brand Promise KPIs	Critical #: People or B/S 																														
	BHAG®	Brand Promises	Critical #: Process or P/L 																														

Strengths/Core Competencies	Weaknesses
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____

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Process: One-Page Strategic Plan (OPSP)

Your Name: _____ Date: _____

Process (Productivity Drivers)

Make/Buy	Sell	Record Keeping
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____

ACTIONS (QTR) (How)	THEME (Qtr./Annual)	YOUR ACCOUNTABILITY (Who/When)																																				
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Critical #: Process or P/L 	Reward	Critical #: Process or P/L 																																				

Trends

1. _____	4. _____
2. _____	5. _____
3. _____	6. _____

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