

Company:

## MARKET POSITIONING

Mission<sup>2</sup> (what business are we in... simple terms)

Sandbox<sup>1</sup>

a. Geographic Area we Serve

b. Target Customer Segments

c. Products and Services we Provide

d. How we go to Market

Value Proposition

Brand Promise<sup>1</sup>

## SWOT REVIEW

Strengths

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Weaknesses

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Opportunities

---

Threats

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# The One Page Translator<sup>TM</sup>

## Long-Term Strategic Thinking

### Core Ideology

**Core Values<sup>3</sup>**  
The few essential tenets that are non-negotiable within the organization – timeless and unchanging

### STRATEGIC ANCHORS<sup>2</sup>



1

2

3

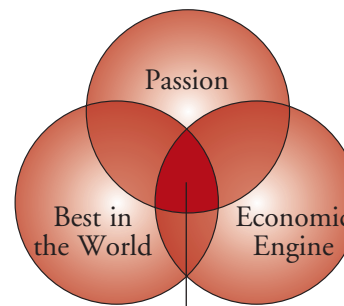
4

### HEDGEHOG<sup>4</sup>

Passion

Best in the World

Economic Engine (Profit per X)



What's at the center?

### ENVISIONED FUTURE<sup>3</sup>

BHAG<sup>3</sup> (10-30 years out)

Vivid Description of the Future<sup>3</sup>

### Purpose<sup>3</sup>

Why we exist – beyond making money

References:

<sup>1</sup> Verne Harnish, Gazelles, Inc., "Mastering The Rockefeller Habits" (and the idea of a one page strategic plan)

<sup>2</sup> Patrick Lencioni, The Table Group, Inc.

<sup>3</sup> Jim Collins, "Built To Last"

<sup>4</sup> Jim Collins, "Good To Great"



## 3 Year

Date:

Metrics

### Key Thrusts (Top 3 – 5)

1

2

3

4

5

## 1 Year

Date:

Metrics

### Key Initiatives (Top 3 – 5)

1

2

3

4

5

Company:

Scoring Key

rock completed

worked on but not finished

No Substantial Progress

Rock Deleted

### 1st quarter rocks | (Top 3 – 5)

metrics

1

2

3

4

5

### 2nd quarter rocks | (Top 3 – 5)

metrics

1

2

3

4

5

### 3rd quarter rocks | (Top 3 – 5)

metrics

1

2

3

4

5

### 4th quarter rocks | (Top 3 – 5)

metrics

1

2

3

4

5