

Strategic Plan Template

Our business/project mission

If our business did not exist, the reasons why we would set it up would be to...

Insert the specific role and value it delivers, and the social / market needs it meets that would otherwise not be met adequately by other organisations.

...

Our business/project values

The values that are central to the way we do business are:

Insert a list of values and standards that you want to see demonstrated at all times in the way that your business operates.

- 1.
- 2.
- 3.
- 4.
- 5.

Our business/project vision

Bearing in mind our Mission and Values, when we have achieved our desired future state our business will look like this:

Insert a detailed description of that describes what your organisation will look and be like in an ideal future.

...

Our strategic goals

When our business/project is in the ideal state it will have achieved these primary, bold goals:

Insert a list of bold goals that your business will have successfully accomplished, and that demonstrate an ideal and sustainable business.

- 1.
- 2.
- 3.
- 4.
- 5.

Our current challenges and opportunities

The main challenges we need to overcome to achieve our strategic goals are:

- *insert*

The big opportunities for our business in working towards our goals are:

- *insert*

Our priority areas of focus

In working towards achieving our strategic goals, we will prioritise and focus on initiatives in the following areas:

Insert your high level tactics for achieving the strategic goals set out above. Which areas of the business will you focus on? What key issues must be addressed? Ensure that the challenges and opportunities listed above are all covered off. Each of these areas will then be explored to generate an action plan.

...

How we will measure success

We will measure our success towards achieving our strategic goals using the following criteria and key performance indicators

Insert a list of measurable indicators that will tell you whether you are making progress towards achieving your strategic goals. Make sure that each goal has at least one relevant measure assigned to it. Also make sure that the measures you have chosen will reflect progress in the areas where you will be prioritising action.

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