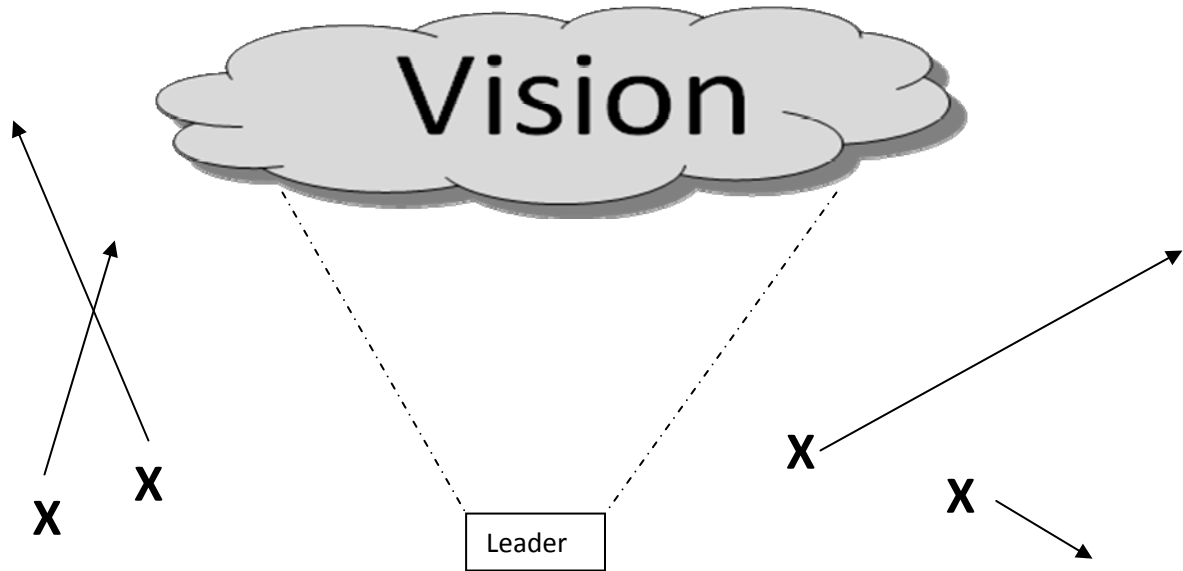
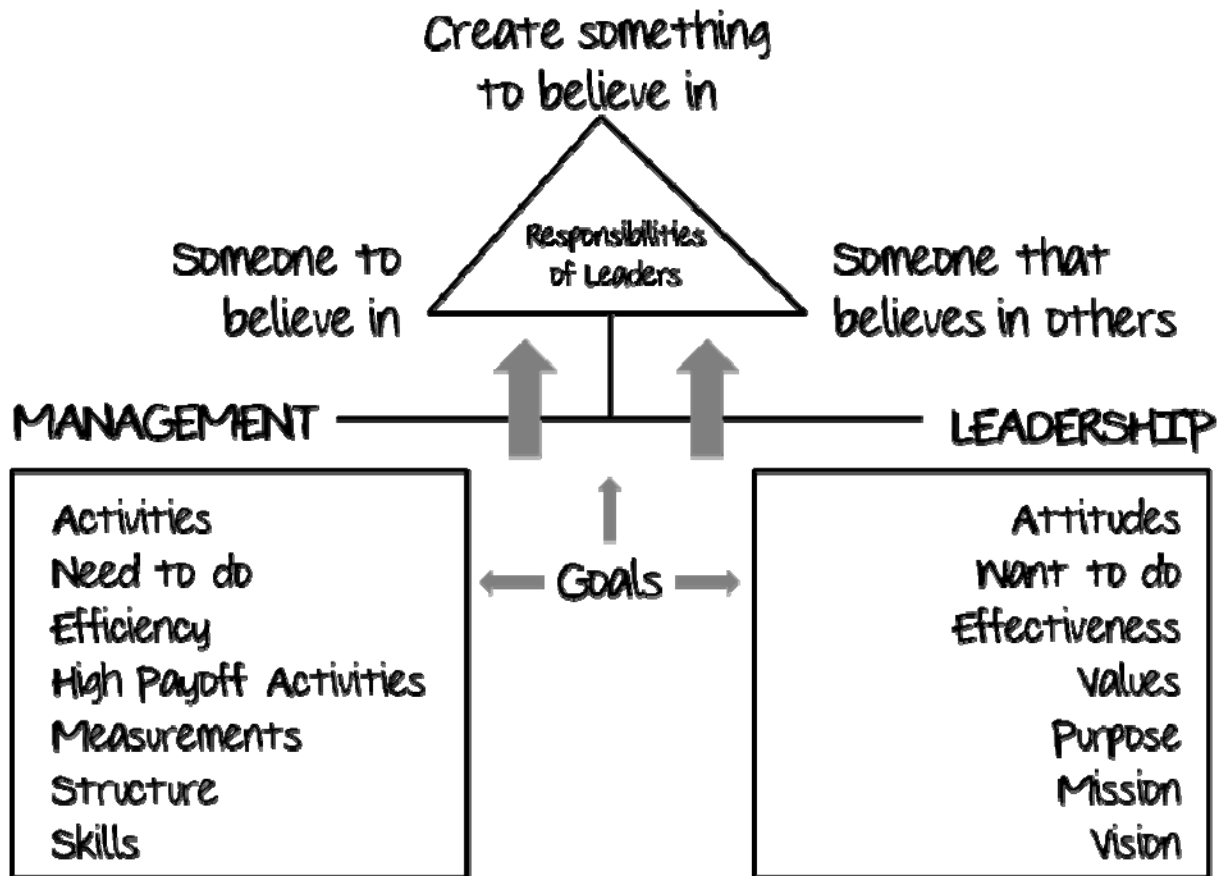


YOUR COMPANY'S Roadmap for Success



YOUR COMPANY'S Roadmap for Success

What is a leader? _____



YOUR COMPANY'S *Roadmap for Success*

Sample Components of Strategic Planning

- Vision/Purpose/Mission
- Core Values
- SWOT
- Objectives/Goals
- Value Proposition
- Customer Segments / Communication Channels
- Strategies
- Accountability
- Customer Opinions
- Competitive Advantage
- Extreme Dream
- CEO Vision
- Marketing
- Development
- Resource Allocation

Additional Notes:
