


# The Essential Strategic Plan

<b>ORGANIZATION</b>		 <b>EssentialWorth</b> learn the essentials, discover your worth
<b>ADDRESS</b>		
<b>PHONE</b>		
<b>WEBSITE</b>		
<b>I. GUIDING IDEAS</b>		
<b>MISSION</b>		
<b>VISION</b>		
<b>VALUES</b>		
<b>II. ASSESSMENT</b>		
<b>STRENGTHS</b> <i>(Top 1 of 5 strengths first)</i>		
1.		
2.		
3.		
4.		
5.		
<b>WEAKNESSES</b> <i>(Top 1 of 5 weaknesses first)</i>		
1.		
2.		
3.		
4.		
5.		
<b>OPPORTUNITIES</b> <i>(Top 1 of 5 opportunities first)</i>		
1.		
2.		
3.		
4.		
5.		
<b>THREATS</b> <i>(Top 1 of 5 threats first)</i>		
1.		
2.		
3.		
4.		
5.		

# The Essential Strategic Plan

<b>CRITICAL STRATEGIC ISSUES</b> <i>(Top 1 of 5 issues first)</i>		
1.		
2.		
3.		
4.		
5.		
<b>III. STRATEGIC GOALS AND OBJECTIVES</b>		
<b>GOAL 1</b>		<b>SUCCESS METRICS</b>
Obj 1		
Obj 2		
Obj 3		
<b>GOAL 2</b>		<b>SUCCESS METRICS</b>
Obj 1		
Obj 2		
Obj 3		
<b>GOAL 3</b>		<b>SUCCESS METRICS</b>
Obj 1		
Obj 2		
Obj 3		
<b>GOAL 4</b>		<b>SUCCESS METRICS</b>
Obj 1		
Obj 2		
Obj 3		
<b>GOAL 5</b>		<b>SUCCESS METRICS</b>
Obj 1		
Obj 2		
Obj 3		
<b>IV. BUSINESS MODEL</b>		