

# Strategy: Vision Summary

CORE VALUES	PURPOSE	BRAND PROMISES
<div style="border: 1px solid #ccc; border-radius: 15px; padding: 10px; display: inline-block; background-color: white;"> <b style="color: red; font-weight: bold;">BHAG</b> </div>		
STRATEGIC		PRIORITIES
3-5 yr	1 yr	Qtr

Your Name: \_\_\_\_\_

Your KPIs		Goal	Your Quarterly Priorities		Due
1			1		
2			2		
3			3		
			4		
			5		

**Critical #: People or B/S**

*Between green & red*

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**Critical #: Process or P/L**

*Between green & red*