

## CORE IDEOLOGY

### CORE VALUES

- 
- 
- 
- 
- 

### PURPOSE

**RESOURCES:**  
CEO Advisors  
Jim Collins  
Verne Harnish  
Patrick Lencioni

## LONG-TERM STRATEGIC THINKING

### STRATEGIC ANCHORS

1

2

3

### HEDGEHOG

Passionate About

Can Be Best in the World

Economic Engine (*Profit per X*)

**BHAG** (*10-30 years out*)

### MISSION

### SANDBOX

- Geographic Area We Serve

- Target Customer Segments

- Products and Services We Provide

- How We Go To Market

### VALUE PROPOSITION

### BRAND PROMISE

## SWOT REVIEW

### Strengths (*Internal*)

- 
- 
- 
- 
- 

### Weaknesses (*Internal*)

- 
- 
- 
- 
- 

### Opportunities (*External*)

- 
- 
- 
- 
- 

### Threats (*External*)

- 
- 
- 
- 
-

# THE EXECUTION ROADMAP™

Company: \_\_\_\_\_

## EXECUTION AND RESULTS

Scoring Key  Completed  Worked On But Not Finished (Key for handwritten only.)  No Substantial Progress  Deleted

**3 Year** Date: \_\_\_\_\_

Metrics

**1 Year** Date: \_\_\_\_\_

Metrics

Key Focus Areas (Top 3-5)

1

2

3

4

5

Key Initiatives (Top 3-5)

1

2

3

4

5

### 1st Quarter Priorities | (Top 3-5)

Metrics

1  
□

2  
□

3  
□

4  
□

5  
□

### 2nd Quarter Priorities | (Top 3-5)

Metrics

1  
□

2  
□

3  
□

4  
□

5  
□

### 3rd Quarter Priorities | (Top 3-5)

Metrics

1  
□

2  
□

3  
□

4  
□

5  
□

### 4th Quarter Priorities | (Top 3-5)

Metrics

1  
□

2  
□

3  
□

4  
□

5  
□