



Vision

Describe the business you & your team will build (in 2 or less *well-constructed* sentences).

You'll need to know:

1. Who you are...
2. What you are about...
3. What is your **why**...why are you in business?

Those that have a **why** to live will find a **how** to live.

Mission

Describe the purpose of your company, focusing on the following:

1. Benefits of your product
2. Deliverables to the customer

What do you offer that makes their life better?

Goals & Objectives

List 6-8 “SMART” Goals & Objectives for 1-yr out, 3 years & 5 years.

What is “**SMART**”?

Specific. Measurable. Action-oriented. Results driven. Time-delineated.

Think of the following points when identifying your goals: sales, revenues, team structure, profitability, and cash flows. When Thomas Edison set out to invent the lightbulb, he wasn’t trying to improve the candle.

1 Year

3 Years

5 Years

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Strategy

Statements that set direction, philosophy, values and methodology for building the business and managing the enterprise.

Operations

Financials

Sales

People

Execution

Business and infrastructure action steps that will be necessary to implement and execute the overall plan with “by when” dates. Get specific.

GOAL:

GOAL:

GOAL:

GOAL:

GOAL:
