|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Company:** | |  | **Date:** |  |
| **Our Mission:** why we exist/how we make lives better – idealistic & inspirational | | | | |
|  |  | | | |
| **Our Vision:** what we want to be known for relative to competitors/best, most top | | | | |
|  |  | | | |
| **Our Core Values:** how our best team members behave/the most important things about how we act as we accomplish our mission/vision/goals | | | | |
| 1. |  | | | |
| 2. |  | | | |
| 3. |  | | | |
| **Strategy:** how we compete and win/our specific advantages over competitors | | | | |
| 1. |  | | | |
| 2. |  | | | |
| 3. |  | | | |
| **Our Long-Term Goal(s):** what we want to achieve/quantifiable targets set by owners/partners/senior leadership (3 to 5 years) | | | | |
| 1. |  | | | |
| 2. |  | | | |
| **Our Annual Key Goal(s):** what’s the most important thing this year to move us toward these goals | | | | |
| 1. |  | | | |
| 2. |  | | | |
| 3. |  | | | |
| **Quarterly Focus Area(s) for 2019:** | | | | |
| Q1 |  | | | |
| Q2 |  | | | |
| Q3 |  | | | |
| Q4 |  | | | |

