

People (Reputation Drivers)

- | | | |
|----------|----------|----------|
| 1. _____ | 1. _____ | 1. _____ |
| 2. _____ | 2. _____ | 2. _____ |
| 3. _____ | 3. _____ | 3. _____ |

CORE VALUES/BELIEFS (Should/Shouldn't)	PURPOSE (Why)	TARGETS (3-5 YRS.) (Where)	GOALS (1 YR.) (What)																														
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	<p>Actions <i>To Live Values, Purposes, BHAG</i></p> <table border="1" style="width: 100%; height: 150px;"> <tr><td style="width: 20px; text-align: center;">1</td><td></td></tr> <tr><td style="text-align: center;">2</td><td></td></tr> <tr><td style="text-align: center;">3</td><td></td></tr> <tr><td style="text-align: center;">4</td><td></td></tr> <tr><td style="text-align: center;">5</td><td></td></tr> </table>	1		2		3		4		5		<p>Key Thrusts/Capabilities <i>3-5 Year Priorities</i></p> <table border="1" style="width: 100%; height: 150px;"> <tr><td style="width: 20px; text-align: center;">1</td><td></td></tr> <tr><td style="text-align: center;">2</td><td></td></tr> <tr><td style="text-align: center;">3</td><td></td></tr> <tr><td style="text-align: center;">4</td><td></td></tr> <tr><td style="text-align: center;">5</td><td></td></tr> </table>	1		2		3		4		5		<p>Key Initiatives <i>1 Year Priorities</i></p> <table border="1" style="width: 100%; height: 150px;"> <tr><td style="width: 20px; text-align: center;">1</td><td></td></tr> <tr><td style="text-align: center;">2</td><td></td></tr> <tr><td style="text-align: center;">3</td><td></td></tr> <tr><td style="text-align: center;">4</td><td></td></tr> <tr><td style="text-align: center;">5</td><td></td></tr> </table>	1		2		3		4		5	
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	Profit per X	Brand Promise KPIs	<p>Critical #: People or B/S</p> <div style="display: flex; flex-direction: column; align-items: center;"> <div style="width: 10px; height: 10px; background-color: #006400; margin-bottom: 5px;"></div> <div style="width: 10px; height: 10px; background-color: #90EE90; margin-bottom: 5px;"></div> <div style="width: 10px; height: 10px; background-color: #FFFF00; margin-bottom: 5px; margin-left: 2px;"></div> <div style="width: 10px; height: 10px; background-color: #FF0000; margin-bottom: 5px; margin-left: 2px;"></div> </div> <p><i>Between green & red</i></p>																														
	BHAG®	Brand Promises	<p>Critical #: Process or P/L</p> <div style="display: flex; flex-direction: column; align-items: center;"> <div style="width: 10px; height: 10px; background-color: #006400; margin-bottom: 5px;"></div> <div style="width: 10px; height: 10px; background-color: #90EE90; margin-bottom: 5px;"></div> <div style="width: 10px; height: 10px; background-color: #FFFF00; margin-bottom: 5px; margin-left: 2px;"></div> <div style="width: 10px; height: 10px; background-color: #FF0000; margin-bottom: 5px; margin-left: 2px;"></div> </div> <p><i>Between green & red</i></p>																														

Strengths/Core Competencies

1. _____
2. _____
3. _____

Weaknesses:

1. _____
2. _____
3. _____

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