

People (Relationship Drivers)

Employees

1. _____
2. _____
3. _____

Customers

1. _____
2. _____
3. _____

Shareholders

1. _____
2. _____
3. _____

CORE VALUES/BELIEFS (Should/Shouldn't)	PURPOSE (Why)	TARGETS (3-5 YRS.) (Where)	GOALS (1 YR.) (What)																														
		<table border="1"> <tr><td>Future Date</td><td></td></tr> <tr><td>Revenues</td><td></td></tr> <tr><td>Profit</td><td></td></tr> <tr><td>Mkt Cap</td><td></td></tr> </table> <p style="text-align: center;">Sandbox</p>	Future Date		Revenues		Profit		Mkt Cap		<table border="1"> <tr><td>YR Ending</td><td></td></tr> <tr><td>Revenues</td><td></td></tr> <tr><td>Profit</td><td></td></tr> <tr><td>MKT Cap</td><td></td></tr> <tr><td>Gross Margin</td><td></td></tr> <tr><td>Cash</td><td></td></tr> <tr><td>A/R Days</td><td></td></tr> <tr><td>Inv. Days</td><td></td></tr> <tr><td>Rev./Emp.</td><td></td></tr> </table>	YR Ending		Revenues		Profit		MKT Cap		Gross Margin		Cash		A/R Days		Inv. Days		Rev./Emp.					
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Core competencies	Profit/X	Brand Promises KPI's	Critical #: People (B/S)    Between green & red
	BHAG®		Brand Promises Critical #: Process (P/L)    Between green & red

Strengths

1. _____
2. _____
3. _____

Weaknesses

1. _____
2. _____
3. _____