YOUR LOGO HERE
Company ABC Ltd.

Organization Name	COMPANY ABC Ltd.
Project Manager	JC Duarte
Date	1/1/2009

Opportunities to exceed plan	Threats to make plan
1	1
2	2
3	3
4	4
5	5

Core Values & Beliefs

- **(sample) Passionate;** Passion drives relationships, productivity and fulfillment
- **(sample) Teamwork;** Together Everybody Achieves More
- **(sample) Effective;** Delivering promises/results within time & budget
- **(sample) Empathetic;** Being sensitive to the needs of others
- **(sample) Authentic;** Enabling your true self to shine through
- **(sample) Resourceful;** Extending your network and knowledge
- **(sample) Fun;** Coming together and celebrating
- **(sample) Healthy;** At peace with oneself

Mission / Purpose

Vision / Dream

BHAG

Brand Promise

2-3 Year Targets (Where)		1 Year Goals (What)		Action for the Quarter (How)	
Date		Year Ending		Year Ending	
Revenue		Revenue		Revenue	
Profit		Profit		Profit	
Market Capital		Market Capital		Market Capital	
Sandbox		Cash		Cash	
		A/R Days		A/R Days	
		Rev. p/ Employee		Rev. p/ Employee	
		OPEX		OPEX	

	2-3 Yr. Priorities	One Year Priorities	Quarterly Priorities
1			
2			
3			
4			
5			

Critical Numbers

1			
2			
3			
4			
5			

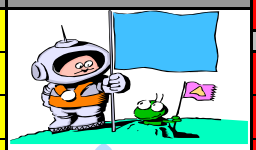
Theme (Quarter)

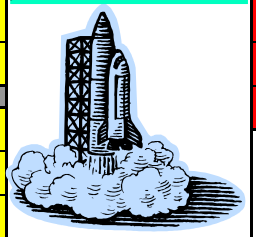
Measurable Target

Theme Name

Lift-off (sample)

Scorecard Design





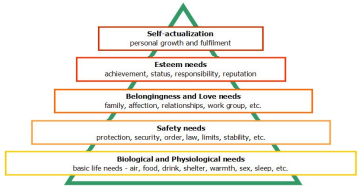
Celebration/Reward

Barcelona Treasure Hunt (sample)

Team's Accountabilities (Who & When)

Team's Quarterly Priorities		Who	When
1			
2			
3			
4			
5			

Functional Leader's Priorities		When
1		
2		
3		
4		
5		



Vision without action is merely a dream. Action without vision merely passes the time. Vision with action can change the world. – Joel Barker

Comapny Targets, Goals & Objectives

Team's & Functional Leader Targets, Goals & Objectives