

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 style="text-align: center;">Actions <i>To Live Values, Purposes, BHAG</i></p> <table border="1"> <tr><td>1</td><td> </td></tr> <tr><td>2</td><td> </td></tr> <tr><td>3</td><td> </td></tr> <tr><td>4</td><td> </td></tr> <tr><td>5</td><td> </td></tr> </table>	1		2		3		4		5		<p style="text-align: center;">Key Thrusts/Capabilities <i>3-5 Year Priorities</i></p> <table border="1"> <tr><td>1</td><td> </td></tr> <tr><td>2</td><td> </td></tr> <tr><td>3</td><td> </td></tr> <tr><td>4</td><td> </td></tr> <tr><td>5</td><td> </td></tr> </table>	1		2		3		4		5		<p style="text-align: center;">Key Initiatives <i>1 Year Priorities</i></p> <table border="1"> <tr><td>1</td><td> </td></tr> <tr><td>2</td><td> </td></tr> <tr><td>3</td><td> </td></tr> <tr><td>4</td><td> </td></tr> <tr><td>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> <p> ■ ■ ■ <i>Between green & red</i> ■ </p>																														
	BHAG®	Brand Promises	<p>Critical #: Process or P/L</p> <p> ■ ■ ■ <i>Between green & red</i> ■ </p>																														

Strengths/Core Competencies

1. _____
2. _____
3. _____

Weaknesses:

1. _____
2. _____
3. _____

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Your Name: _____

Date: _____

Process (Productivity Drivers)

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

ACTIONS (QTR) (How)	THEME (QTR/ANNUAL)	YOUR ACCOUNTABILITY (Who/When)																																																																																																							
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<p>Critical #: Process or P/L</p> <p> <i>Between green & red</i> </p>	<p>Reward</p>	<p>Critical #: Process or P/L</p> <p> <i>Between green & red</i> </p>

- Trends**
- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

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