



Mission/Beliefs/Goals

Mission = Driving Force
Beliefs = Ground rules
Goals = Define success

Implement

Evaluate Progress Periodically
Adjust Action Plans to Events as Needed

Threats & Opportunities

Analysis of Market, Competition
and General Environment

Financial Forecast

Evaluate Forecast Against Goals

Strengths and Weaknesses

Evaluate Organization Relative to Competition

Action Plans

Specific Actions to Implement Strategies
Who Will Do What by When

Decide on Strategies

Build on Strengths or Reduce Losses