

The One-Page Growth Plan™

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Company Name: Date: Date Until: Owner/ CEO		Opportunities (External):		Threats (External):		Bottlenecks/ Chokepoints:	
Corporate Values:	Our Purpose:	BHAG (10-25yrs):	Target (3-5 yrs):		Goal (this Yr):		Milestones and Themes this Yr:
			Internal Factors from SWOT Analysis:				
	Corporate Belief Statement:	Guiding Principles:	Our Brand Promise:	Key Strengths to build on this yr:		Key priorities to address this yr:	
What is our Target market (Sandbox):				Our Celebration:			
							Our Smart Numbers/ Ratios: