

STRATEGIC PLAN

Organization:	Period:	Date:	Version:
----------------------	----------------	--------------	-----------------

CURRENT SITUATION:		G A P	DESIRED SITUATION:	
Key Indicators: 1		↓	Objectives: 1	
2			2	
3			3	
4			4	
5			5	
6			6	

SPECIFIC ACTIONS PLANNED TO FILL THE GAP:								
		Due Date			Due Date			Due Date
1			5			9		
2			6			10		
3			7			11		
4			8			12		

ADDITIONAL GOALS		

STRATEGIC PLAN

Organization:	Period:	Date:	Version:
----------------------	----------------	--------------	-----------------

ACTION PLANS BY CUSTOMER TYPE:

Make More From Existing Customers		Generate New Customers		Revitalize Lapsed Customers	
1		1		1	
2		2		2	
3		3		3	
4		4		4	
5		5		5	
6		6		6	

KEY STRATEGIC INITIATIVES

JANUARY	FEBRUARY	MARCH	APRIL
MAY	JUNE	JULY	AUGUST
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER