

## GROWTH RESOURCES FIVE-YEAR STRATEGIC PLAN

Working with your executive team, fill in the information below. Change the years to match your specific time frame:

### **Company Description for 2007** (Who are we?):

Values:

Core Competencies:

**Purpose** (Why are we here?):

### **2011 Strategic Concept Statement** (Where are we going)?

### **Assumptions:**

### **Products and Services:**

Primary:  
Secondary:  
Evaluate:

### **Markets Served:**

Geographic:  
Primary:  
Secondary:  
Evaluate:

Client:  
Primary:  
Secondary:  
Evaluate:

### **Method of Sale:**

Primary:  
Secondary:  
Supporting:

**Evaluate:**

**Competition:**

**Technology:**

**Distribution Method:**

Primary:  
Secondary:  
Evaluate:

**Technology:**

:

Primary:  
Secondary:  
Evaluate”

**Additional Capacities and Capabilities:**

**Profit Growth/ROI(by major categories):**

- Products/Services Group
- Growth in Existing Customers and/or New Customers:

	2007	2008	2009	2010	2011	Total
Revenue						
Net Profit						
Cost of Goods Sold						
Additional KPIs	2007	2008	2009	2010	2011	
1.						
2.						
3.						
4.						

**Current Situation:**

Strengths:

Weaknesses:

Opportunities:

Threats:

**Major Objectives Through 2011** (How will we get there?)

- 1.
- 2.
- 3.
- 4.
- 5.

**2007 Goals:** (3-5 Highest Priority Achievements)

**Goal #1:**

Reward:

Obstacles:

- #1:
- #2.
- #3.

**Goal #2:**

Reward:

Obstacles:

- #1:
- #2.
- #3.

**Goal #3:**

Reward:

Obstacles:

#1:

#2.

#3.

**Completed Sample Download**