



BUSINESS STRATEGY TEMPLATE

STEP 1:

ANALYSE WHERE YOU STAND

Business strengths

Business weaknesses

Opportunities in the market

Outside threats to your business success

STEP 2:

CREATE A VISION STATEMENT

Customer problem to be solved

How you are going to solve this problem

Your dream for your organisation

Your vision statement

STEP 3:

DEVELOP A MISSION STATEMENT

The reason your organisation exists

The customers you serve

How you want to serve them

Your mission statement

STEP 4:

HIGHLIGHT STRATEGIC OBJECTIVES

Main strategic priorities for each area of business

How these priorities help you to achieve your vision

How you will measure success

Budget and resource requirements

STEP 5:

MAKE TACTICAL PLANS

Stakeholders involved

What they need to achieve and by when

How they are going to achieve this

Resources and processes needed for them to achieve this

STEP 6:

REVIEW AND MEASURE

Are your tactics performing?

Is your business strategy still relevant?

What needs to change?



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A BETTER STRATEGIC LEADER?**

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