


STRATEGIC PLAN

Organization:	Period:	Date:	Version:
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CURRENT SITUATION:			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		

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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