

One-Page Strategic Plan Template

About Us	
Past	Where we have been
Today	Where we are now
Vision	Where we should go and why
Mission	Who we are, how we work toward our vision, what makes us unique
Core Values	Guiding principles of our work and how we operate

Goals	
Obstacles	What could prevent us from realizing our vision
Long-term Goals	What we will do to realize our vision
Short-term Goals	What will be done during year 1, year 2, etc.
Measurements of Success	What benchmarks will be used as indicators of success

Strategy	
Resource Assessment	Infrastructure required to realize vision
Financing	Access strategy financial needs and avenues of income
Implementation	Plan what will be done along with completion deadlines
Dissemination	How the plan will be announced/assigned and to whom
Progress Assessment Plan	How we will oversee progress, monitor success, and implement revisions

Situational Analysis (SWOT)	
INTERNAL FACTORS	
Strengths (+)	Weaknesses (-)
EXTERNAL FACTORS	
Opportunities (+)	Threats (-)
SWOT ANALYSIS	