

Business Strategic Planning Document

1. Executive Summary

[Summarize the business purpose, key goals, and intended outcomes of this strategic plan.]

2. Vision & Mission

Vision Statement

[Your vision statement here]

Mission Statement

[Your mission statement here]

3. Core Values

- [Value 1]
- [Value 2]
- [Value 3]
- [Value 4]

4. SWOT Analysis

Strengths	Weaknesses
[Your strength 1] [Your strength 2]	[Your weakness 1] [Your weakness 2]
Opportunities	Threats
[Your opportunity 1] [Your opportunity 2]	[Your threat 1] [Your threat 2]

5. Strategic Goals

1. **Goal 1:** [Description of goal 1]
2. **Goal 2:** [Description of goal 2]
3. **Goal 3:** [Description of goal 3]

6. Key Initiatives

Initiative	Description	Responsible	Timeline
[Initiative 1]	[Short description]	[Owner/Team]	[Timeframe]

[Initiative 2]

[Short description]

[Owner/Team]

[Timeframe]

7. KPIs & Metrics

- [KPI 1]: [How it's measured]
- [KPI 2]: [How it's measured]
- [KPI 3]: [How it's measured]

8. Monitoring & Review

[Describe the frequency and process for reviewing progress (e.g., quarterly meetings, progress reports, etc.)]