

Yearly Strategic Planning Template

1. Executive Summary

Write a brief overview of the strategic plan...

2. Vision & Mission

Vision Statement

Describe your long-term vision...

Mission Statement

Describe your mission...

3. Key Objectives

Objective	Success Metric	Owner	Deadline
Objective 1	How is this measured	Person/Team	MM/DD/YYYY
Objective 2	How is this measured	Person/Team	MM/DD/YYYY

4. SWOT Analysis

Strengths	Weaknesses
List strengths...	List weaknesses...

Opportunities	Threats
List opportunities...	List threats...

5. Key Initiatives & Action Plans

Initiative/Project	Actions	Timeline	Responsible
Initiative or project	What actions will be taken?	Start - End	Person/Team
Initiative or project	What actions will be taken?	Start - End	Person/Team

6. KPIs & Monitoring

Key Performance Indicator	Target	Reporting Frequency
KPI	Target value	Weekly/Monthly/Quarterly
KPI	Target value	Weekly/Monthly/Quarterly

7. Risk Management

Risk	Likelihood	Impact	Mitigation Plan
Describe risk	Low/Medium/High	Low/Medium/High	How will you mitigate?

8. Notes

Additional notes...