

Your logo

S.O.A.P.

Name:

Date:

One Word:

What is the one word that describes your business?

xxxx BHAG (10+ years ahead)

What is your Big Hairy Audacious Goal?

xxxx Purpose is:

Your "why".

What is the fundamental purpose of your business?

xxxx Vision (3 years ahead)

Note—Should be concise & easy to recall.

(what does your GREAT business look like?)

Should, overall, be aspirational.

My Values & Convictions are:

This is your guiding light—everything in your business is ruled by these "laws". They must be true to you.

Where I Play:

1.

Identify your niche—this is your market, the more specific the better. What are the demographics that you can identify?

I will win By:

1.

Of the niche that you have identified, how will you become the best as serving it? What are the structures, habits, belief systems, supports etc that you need to excel at?

My Strategic Priorities and KPI's:

GOALS		90 day Theme:		
3 year	1 year	Outcome	Projects	Activities
<i>At least every 90 days this section is brain stormed, analysed and redefined. This is where accountability takes place. This section determines if you achieve your long term aspirations.</i>				