*<title - summarise purpose and dates>*

## *Core Values and Noble Sales Purpose\**

<Write one or two lines here, which epitomise what you do, for whom, why; and which everyone in your organisation would buy into as "what makes you, you". >

## *Objectives for the Year*

1. <Do something important 1> (to get <this result>)
2. <Do something important 2> (to get <this result>)
3. <Do something important 3> (to get <this result>)
4. <Do something important 4> (to get <this result>)

## *Targets*

1. <Something you can measure for 1> by <date>
2. <Something you can measure for 2> by <date>
3. <Something you can measure for 3> by <date>
4. <Something you can measure for 4> by <date>

## *SWOT Analysis*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Do something important 1** | **Do something important 2** | **Do something important 3** | **Do something important 4** |
| S | * text | * text | * text | * text |
| W | * text | * text | * text | * text |
| O | * text | * text | * text | * text |
| T | * text | * text | * text | * text |

## *Gap Analysis, Root Causes and Action Plans*

|  |  |  |
| --- | --- | --- |
| **As Is** | **Gap, Causes and Actions** | **To Be** |
| <Pick a current situation you want to improve, describe it here in a few words> | C: <note down major root cause(s) for as-is situation>  A: <identify action(s) to take to get to "to-be"> | <In a sentence or two, describe how things will work better in future> |
| <Pick a current situation you want to improve, describe it here in a few words> | C: <note down major root cause(s) for as-is situation>  A: <identify action(s) to take to get to "to-be"> | <In a sentence or two, describe how things will work better in future> |
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*If you’d like more information on how to fill out this one-page-plan, please contact us at* [www.criticalaction.co.uk](http://www.criticalaction.co.uk)

*\*Google “Lisa Earle McLeod”*