STRATEGY TEMPLATE

Strategy on a page

A strategy the whole organisation can hold in its head. One purpose, three goals, what sits under each, and how you will know in a year whether it is working. Fill it in after the direction is agreed, and put it in front of every leadership meeting.

OUR PURPOSE, IN ONE LINE

WHERE WE WANT TO BE IN THREE TO FIVE YEARS

GOAL 1	GOAL 2	GOAL 3
WHAT WE WILL DO	**WHAT WE WILL DO**	**WHAT WE WILL DO**
HOW WE WILL KNOW IT IS MAKING A DIFFERENCE	**HOW WE WILL KNOW IT IS MAKING A DIFFERENCE**	**HOW WE WILL KNOW IT IS MAKING A DIFFERENCE**

WHAT WE WILL STOP DOING, OR NOT START

AGREED BY AND DATE

NEXT REVIEW

How to use it

Three goals, not eight. If a fourth is important enough, one of the three is not. Write what you will do in verbs. Write how you will know in things you can see or count. Read it aloud at the start of each leadership or board meeting and ask whether the decisions on the agenda move any goal forward. Do not be tempted by bigger paper. If it will not fit on this page, it is too much detail for the high level.

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