

Personal Strategic Plan Outline

[from 35 media marketing.'s Build Yourself Up, Butter-cup \[Downloadable\]: Working to evolve your personal strategic plan.](#)

Elevator Pitch

Flower Diagram

- **Goals, Purpose, or Mission in Life**
- **My Knowledge or Field of Interest**
- **Preferred Places to Live**
- **Preferred Kinds of People to Work With**
- **Favorite Transferable Skills**
- **My Favorite Working Conditions**
- **Preferred Salary Range**

Personal Reflections

- **Ethics**
- **Decision Making**
- **Leadership**
- **Social Responsibility**

SMART Goals

S	
M	
A	
R	
T	

Short-, Mid-, and Long-term Goals

Personal Action Plan

Current Skills	
Skills to Improve	
My Goals	
My Resources	
Action Plan	