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| `X[COMPANY NAME] Fiscal Year: [YEAR]  X |  |

**[NAME & TITLE]**  Last Updated: [DATE]

X

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|  | What are you building?  Think of geographic reach. Defined client. What will you deliver? How will you deliver it? What will your team look like?  (one paragraph) |

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|  | Why does this business exist? (Single sentence. What need does this business fill? What are you doing?)  Include tagline & core values (if applicable) |

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|  | What will you measure? (9 Objectives for this year) |

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|  | What will make this business successful over time? (9 Strategies Used to support the Objectives) |

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|  | What is the work to be done? (9 Time Bound Action Items to Support the Objectives) |