

GROWTH FORMULA^M

Company: _____

**SHOULD/SHOULDN'T
CORE VALUES**

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-
-
-
-
-

PURPOSE/Why

RESOURCE:
Jim Collins
Verne Harnish
Jim Alampi

LONG-TERM STRATEGIC THINKING

BHAG *(Big Hairy Audacious Goal)*

Envisioned Future

HEDGEHOG/What

Passionate About

Can Be Best in the World

Economic Engine (Profit per X)

SANDBOX/Where

Geographic Area We Serve

Target Customer Segments

Products and Services We Provide

VALUE PROPOSITION

BRAND PROMISE

ELEVATOR PITCH

SWOT REVIEW

Competencies (internal)

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Barriers to Growth (internal)

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Opportunities to Exceed Plan

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Threats to Making Plan

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-
-

TARGETS AND RESULTS

3 Year Date _____

Metrics

Key Focus Areas (Top 3-5)

- 1
- 2
- 3
- 4
- 5

1 Year Date _____

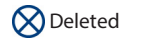
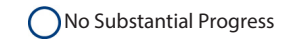
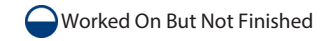
Metrics

Key Initiatives (Top 3-5)

- 1
- 2
- 3
- 4
- 5

Company: _____

Scoring Key



1st Quarterly Rocks | (Top 3-5)

Metrics

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2nd Quarterly Rocks | (Top 3-5)

Metrics

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3rd Quarterly Rocks | (Top 3-5)

Metrics

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4th Quarterly Rocks | (Top 3-5)

Metrics

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