
_____ (CEO)
 _____ ()

WHY?

Our Purpose

Our Mission

WHAT?

Our Strategy

Our BHAG

	Objective	Measure	Metric	Target
1				
2				
3				
4				
5				

HOW?

Our Leadership Style

	OUR DOMINANT ORIENTATION*	
	<i>[*Innovation / Team / Operational excellence / Competitiveness]</i>	
	VALUES	BEHAVIORS
Our Dominant Orientation & Values	1.[Value]: [Description]	1. 2. 3.
	2.[Value]: [Description]	1. 2. 3.
	3.[Value]: [Description]	1. 2. 3.
	4.[Value]: [Description]	1. 2. 3.
	5.[Value]: [Description]	1. 2. 3.

WHY?

My Purpose

My Mission

WHAT?

My Goals		Life Mission	Family & Friends	Health	Finances	Learning
	LIFE					
	3-5 years					
	This year					
	This Quarter					

HOW?

My Leadership Style

My Values	VALUES	BEHAVIORS
	1.[Value]: [Description]	1. 2. 3.
	2.[Value]: [Description]	1. 2. 3.
	3.[Value]: [Description]	1. 2. 3.
	4.[Value]: [Description]	1. 2. 3.
	5.[Value]: [Description]	1. 2. 3.