

Set Your Strategic Plan

Vision

The "Why" behind your business

GOALS (SMART)

Example:
In the next 30 days, we will reduce our average customer wait time by 10%.

Tactics

The actions you take to achieve your goal

SWOT ANALYSIS

Strengths

Characteristics which give you advantages over your competitors

Weaknesses

Characteristics which are unfavorable relative to your competitors

Opportunities

Elements in your external environment that allow you potential to increase profitability

Threats

Elements in your external environment that could endanger your profitability

Strategy - Your plan for how to achieve your vision

Define your strategy at the overall business level, the department level, and the work teams level