

Vision

1
2
3
4
5

U.S.P

market space

company promise

long term BGI:


mid term BGI:


key BGI:


purpose

1
2
3
4
5

values

1
2
3
4
5

long term strategy

1
2
3
4
5

mid term strategy

1
2
3
4
5

key actions

1
2
3
4
5

### Tactics

Handwriting practice area with horizontal dashed lines.