

STRATEGY: One-Page Strategic Plan (OPSP)



ROBERT CLINKENBEARD
SCALING UP/EOS ADVISOR

Organization Name: **SAMPLE COMPANY**

CORE VALUES/BELIEFS (Should and Shouldn't)	PURPOSE (Why?)	3HAG (Where?)	GOALS (What?)																																
<p>We live to hear the word "speed"</p> <p>We never say no!</p> <p>We always give options</p> <p>We cultivate trust with clients</p>	<p>EASY! - We make using data easy so that it helps rather than hurts people!</p>	<table border="1"> <tr><td>Future Date</td><td>31 Dec 2018</td></tr> <tr><td>Revenues</td><td>\$14,250,000</td></tr> <tr><td>Profit</td><td>\$2,850,000</td></tr> <tr><td>Cash</td><td>\$1,425,000</td></tr> <tr><td>Expenses</td><td></td></tr> <tr><td>Unit</td><td></td></tr> <tr><td>Statement</td><td>\$500M + Corporations - US, Canada, Europe</td></tr> </table>	Future Date	31 Dec 2018	Revenues	\$14,250,000	Profit	\$2,850,000	Cash	\$1,425,000	Expenses		Unit		Statement	\$500M + Corporations - US, Canada, Europe	<table border="1"> <tr><td>Year Ending</td><td>31 Dec 2015</td></tr> <tr><td>Revenues</td><td>\$6,875,000</td></tr> <tr><td>Profit</td><td>\$1,375,000</td></tr> <tr><td>Mkt. Cap</td><td></td></tr> <tr><td>Gross Margin</td><td>\$3,781,250</td></tr> <tr><td>Cash</td><td>\$687,500</td></tr> <tr><td>A/R Days</td><td>32</td></tr> <tr><td>Inv. Days</td><td>15</td></tr> <tr><td>Rev. Emp</td><td>\$225,000</td></tr> </table>	Year Ending	31 Dec 2015	Revenues	\$6,875,000	Profit	\$1,375,000	Mkt. Cap		Gross Margin	\$3,781,250	Cash	\$687,500	A/R Days	32	Inv. Days	15	Rev. Emp	\$225,000
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SANDBOX	<p>Profit Per X</p> <p>Profit Per Installation 2014 - \$125,000 2015 - \$155,000 2016 - \$200,000</p>	<p>Brand Promise KPI's</p> <p>10 days or less - installation NPS scoring 60+ 7 business days to measurable results</p>	<p>Critical#: People or B/S</p> <ul style="list-style-type: none"> ● 6 PhD Hires ● 5 PhD Hires ● 3 PhD Hires 																																
	<p>BHAG</p> <p>'GLOBAL #1' ~ The #1 Global Data Analytics Solution. 1,000 installations within the Fortune 2,500 - globally!</p>	<p>Brand Promise</p> <p>Speed of installation Easy to do business with Results in a week</p>	<p>Critical#: Process or P/L</p> <ul style="list-style-type: none"> ● 60% Gross Margin ● 55% Gross Margin ● 50% Gross Margin 																																

Strengths/Core Competencies

- 1 Deep analytic capabilities
- 2 Culture inductive to PhDs
- 3 Live for Speed
- 4 _____

Weaknesses

- 1 Arrogance - we're good and we know it
- 2 Sales Capabilities - lacking, so better be the best
- 3 _____
- 4 _____



ACTIONS (QTR) (How?)		ISSUES LIST																																							
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Trends

- | | | | |
|---|--|---|--|
| 1 | Artificial intelligence & how it will evolve | 4 | Communication mediums shifting - social |
| 2 | The speed at which technology is evolving | 5 | Information flows (speed & type) changes |
| 3 | Generational views on the use of our solutions | 6 | The value being placed of data as a tool |