

Strategy on a Page (One-Page Plan)

A simple plan you can explain in 60 seconds.

1) Purpose + direction

Vision (3 years)	Mission (what we do)	Values (how we behave)

2) Who we serve + why we win

Ideal customer	Problem we solve	Our unfair advantage / differentiation

3) The score (targets)

Revenue target	Gross profit %	Net profit %	Cash target / runway

4) Strategic pillars (choose 3–5)

Pillar	What 'done' looks like (evidence)	Owner

5) Key risks + assumptions

Risk/assumption	How we reduce the risk	Early warning sign