

The One Page Business Plan[®] for _____



Vision

What are we building? (5 yrs.)



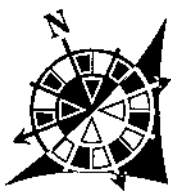
Mission

Why does this business/department/activity exist? ("Timeless")



Objectives

What are the specific measures?



Strategies

How are we going to build this company/department/activity over time?



Plans

What is the work to be done?