Growth Strategy template

This one-page growth strategy document is designed to provide a clear and concise overview of your strategic goals and initiatives.

UNIQUE SELLING POINT(S):

_____

CURRENT POSITION (Tick One):

[ ] Good [ ] Better [ ] Best

SWOT ANALYSIS:

Strengths: _____

Weaknesses: _____

Opportunities: _____

Threats: _____

12-MONTH VISION STATEMENT:
In 12 months, My Business will be the first destination for [USP/Product/Service] in [Town] for [Ideal Client] with [Problem] looking to[Solution].
"_____
_____
_____."

TOP 3 SMART GOALS:
[Business Name] will [Goal 1] from [Current Metric] to [Goal Metric] by [Action 1], [Action 2] and [Action 3]
Goal 1:

_____
_____

Goal 2:

_____
_____

Goal 3:

_____
_____

KEY ACTIONS:

_____ BY [DATE] _____
_____ BY [DATE] _____
_____ BY [DATE] _____