



Norfolk County Council

HIGH STREETS MATTER

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] _____