

Strengths

Opportunities

Weaknesses

Threats

Vision

Core Values

Should/Shouldn't

Purpose

Why are you
in this business?

Mission

Where are you
going, how do you know
you got there, and by
when?

Sandbox

Where, what & who we serve?

Key Initiatives: WWW

1 Year Key Initiatives

What do you focus on?

	What	Who	When
1.			
2.			
3.			
4.			
5.			

3-5 Year Key Initiatives

10 Year Key Initiatives

Goals

Long Term Vision (BHAG)

What will you look
like in 10 years?

Passion

What you are known for

Detailed image of future business

3 to 5 Year Goals

What will you look
like in 3-5 years?

Number of Transactions

Average Sale Price

Percent Sellers

Percent Buyers

Commission Rate

Average Commission

Total Revenues

1 Year Goals

What will you look
like in 1 year?

Number of Transactions

Average Sale Price

Percent Sellers

Percent Buyers

Commission Rate

Average Commission

Total Revenues

Approved Quarterly Execution Plan

How will you get there?

	What	Who	When
1.			
2.			
3.			
4.			
5.			