**Company Name**



**This year’s Business Plan**

**Prepared By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**About Plan**

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| **QUESTION TO BE ANSWERED** | **STRATEGIC PLAN ELEMENT** |
| *Where we were in the past?* | **History** |
| *Where are we now?* | **Context** |
| *Where should we go and why?* | **Vision** |
| *What is our work toward the vision? Who are we? What is our niche now to work toward the vision?* | **Mission** |

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| **QUESTION TO BE ANSWERED** | **STRATEGIC PLAN ELEMENT** |
| *What will guide the work we choose to do and the way we do the work (e.g. inclusively, multi-disciplinarily?)* | **Values** |
| *What is in our way of realizing our vision?* | **Critical Obstacles** |
| *What will we do to reach our vision?* | **Strategic, Long-term Goals/Directions** |
| *What will we do in year 1, year 2 and so on?* | **Short-term Goals or Objectives** |
| *How will we know if we are successful?* | **Indicators of Success/ Benchmarks** |

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| **QUESTION TO BE ANSWERED** | **STRATEGIC PLAN ELEMENT** |
| *What infrastructure is needed to carry out the work in this plan?* | **Infrastructure Assessment** |
| *What will we do in the next 3 months, six months, year, year 2, and year 3?* | **Implementation Plan** |
| *How will the plan be disseminated and to whom?* | **Dissemination Plan**  **Implementation Plan** |
| *How will we monitor the plan and assess our progress?* | **Monitoring and Revising Strategic Plan** |