## **PLAN ON A PAGE**

**ONE THING** 

**COMPANY NAME:** 

DATE

Clifton Strengths (www.gallup.com/cliftonstrengths)

Business Builder Strengths (www.gallup.com/cliftonstrengths)

Ideal Customer:

Ideal Customer's greatest need: (That we can solve)



**3 YEAR STRATEGIC MOVES** 

GIC

Core:

Non-Core:

KPI's	90 days	12 months	3 years

## **BRAND PROMISE:**

DPOD

BOB

RR2B

## **KEY BENEFITS:**

**Emotional** 

**Functional** 

Financial



**VALUES** (Values Creator @ www.christophermiller.co.nz)

DPOD: Dramatic Point of Difference

**BOD: Blunt Overt Benefit** 

RR2B: Real Reason to Believe

## **PURPOSE**

(Purpose Creator @ www.christophermiller.co.nz)

GIC: Greatest Imaginable Challenge

Inspired by Gallup, Jim Collins, Stephen Lynch, Verne Harnish, Doug Hall, Gary Keller / Jay Papasan. For assistance and inspiration completing Plan on a Page please contact **chris@christophermiller.co.nz** 

Strengths	Weaknesses	Opportunities	Threats

Political

Economic

Social

Technological



Please feel free to copy, share and improve Plan on a Page. Send all suggestions for improvement to chris@christophermiller.co.nz