

CORE VALUES	PURPOSE	BRAND PROMISES
BHAG		
STRATEGIC		PRIORITIES
3-5 yr	1 yr	Qtr

Your Name: _____

Your KPIs

Goal

1		
2		
3		

Critical #:

-
-
- Between green & red*
-

Critical #:

-
-
- Between green & red*
-

Your Quarterly Priorities

Due

1		
2		
3		
4		
5		

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