

## People (Reputation Drivers)

- |          |          |          |
|----------|----------|----------|
| 1. _____ | 1. _____ | 1. _____ |
| 2. _____ | 2. _____ | 2. _____ |
| 3. _____ | 3. _____ | 3. _____ |

CORE VALUES/BELIEFS (Should/Shouldn't)	PURPOSE (Why)	TARGETS (3-5 YRS.) (Where)	GOALS (1 YR.) (What)																														
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	<p><b>Actions</b> <i>To Live Values, Purposes, BHAG</i></p> <table border="1" style="width: 100%; height: 150px;"> <tr><td style="width: 20px; text-align: center;">1</td><td></td></tr> <tr><td style="text-align: center;">2</td><td></td></tr> <tr><td style="text-align: center;">3</td><td></td></tr> <tr><td style="text-align: center;">4</td><td></td></tr> <tr><td style="text-align: center;">5</td><td></td></tr> </table>	1		2		3		4		5		<p><b>Key Thrusts/Capabilities</b> <i>3-5 Year Priorities</i></p> <table border="1" style="width: 100%; height: 150px;"> <tr><td style="width: 20px; text-align: center;">1</td><td></td></tr> <tr><td style="text-align: center;">2</td><td></td></tr> <tr><td style="text-align: center;">3</td><td></td></tr> <tr><td style="text-align: center;">4</td><td></td></tr> <tr><td style="text-align: center;">5</td><td></td></tr> </table>	1		2		3		4		5		<p><b>Key Initiatives</b> <i>1 Year Priorities</i></p> <table border="1" style="width: 100%; height: 150px;"> <tr><td style="width: 20px; text-align: center;">1</td><td></td></tr> <tr><td style="text-align: center;">2</td><td></td></tr> <tr><td style="text-align: center;">3</td><td></td></tr> <tr><td style="text-align: center;">4</td><td></td></tr> <tr><td style="text-align: center;">5</td><td></td></tr> </table>	1		2		3		4		5	
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	<b>Profit per X</b>	<b>Brand Promise KPIs</b>	<b>Critical #:</b> People or B/S																														
	<b>BHAG®</b>	<b>Brand Promises</b>	<b>Critical #:</b>																														

- Strengths/Core Competencies**
1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_

- Weaknesses:**
1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_

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Your Name: \_\_\_\_\_

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

**Process** (Productivity Drivers)

1. \_\_\_\_\_ 1. \_\_\_\_\_ 1. \_\_\_\_\_  
 2. \_\_\_\_\_ 2. \_\_\_\_\_ 2. \_\_\_\_\_  
 3. \_\_\_\_\_ 3. \_\_\_\_\_ 3. \_\_\_\_\_

ACTIONS (QTR) (How)	THEME (QTR/ANNUAL)	YOUR ACCOUNTABILITY (Who/When)																																																																							
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<p><b>Critical #:</b> Process or P/L</p> <p>■ ■ ■ <i>Between green &amp; red</i> ■</p>	<p><b>Reward</b></p>	<p><b>Critical #:</b> Process or P/L</p> <p>■ ■ ■ <i>Between green &amp; red</i> ■</p>

- Trends**
1. \_\_\_\_\_ 4. \_\_\_\_\_  
 2. \_\_\_\_\_ 5. \_\_\_\_\_  
 3. \_\_\_\_\_ 6. \_\_\_\_\_