

Strategy on A Page (SoAP)

MISSION

Where do customers find you? How do we communicate with them? What are our top goals?

VISION

Who are our primary customers? What do our customers need from us?

STRATEGIC GOALS

What are our top priorities for this year?
What do we need to achieve?

Keep these achievable, short-term,
and to the point.

Can be related to operations, finances, technology,
customers, marketing, innovation, etc.

Goals should support & help you achieve your
mission & vision.

KEY ACHIEVEMENTS

Aligned with your goals.

Should reflect what you will have achieved to
show the year was a success.

Should be relevant.

Should be easy to follow.

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VISION

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STRATEGIC GOALS

KEY ACHIEVEMENTS
