ORGANIZATIONAL IDENTITY			
Organization Name:	*[Enter your organization name]*	**Planning Period:**	*[e.g., 2025-2027]*
Vision Statement:	*[Where you want to be in 3-5 years]*		
Mission Statement:	*[Why you exist and whom you serve]*		
Core Values:	*[Value 1]*	*[Value 2]*	*[Value 3]*

STRATEGIC OBJECTIVES (3-5 SMART GOALS)				
#	Objective	Target	Deadline	Owner
1	*[e.g., Increase market share]*	*[e.g., 25%]*	*[e.g., Q4 2025]*	*[Name]*
2	*[Objective 2]*	*[Target]*	*[Date]*	*[Name]*
3	*[Objective 3]*	*[Target]*	*[Date]*	*[Name]*

KEY PERFORMANCE INDICATORS (KPIs)					
KPI	Type	Current	Target	Frequency	Status
[e.g., Revenue Growth]	Lagging	*[Current value]*	*[Target value]*	*[Monthly]*	🟢 On Track
[e.g., Customer Engagement]	Leading	*[Current]*	*[Target]*	*[Weekly]*	🟡 Warning
[e.g., Employee NPS]	Leading	*[Current]*	*[Target]*	*[Quarterly]*	🔴 At Risk

CRITICAL SUCCESS FACTORS			
[e.g., Talent retention above 90%]	*[e.g., Technology infrastructure upgrade]*	*[e.g., Market conditions remain stable]*	*[e.g., Regulatory compliance]*

QUARTERLY MILESTONES				
Q1 2025	Q2 2025	Q3 2025	Q4 2025	Key Annual Goal
[Q1 Milestone]	*[Q2 Milestone]*	*[Q3 Milestone]*	*[Q4 Milestone]*	*[Annual achievement]*

Excel Features	**What's Included**	**Best Practices**
☑ Auto-calculating progress bars	☑ Main strategic plan template	☑ Keep objectives to 3-5 maximum
☑ Conditional formatting for status	☑ KPI dashboard worksheet	☑ Use SMART criteria for goals
☑ Drop-down menus for easy selection	☑ SWOT analysis template	☑ Assign single owners
☑ Print-optimized single page layout	☑ Quarterly review tracker	☑ Review quarterly
☑ Linked KPIs to objectives	☑ Instructions & examples	☑ Display prominently