

SPECIFIC SEGMENT

UNIQUE VALUE PROPOSITION
COMPETITIVE ADVANTAGE

MISSION/VISION

THEME

COMPETITOR ANALYSIS

KEY RESOURCES

TOOLS

SMART GOALS

Specific • Measurable • Achievable • Relevant • Timely

CUSTOMER RELATIONSHIPS

KEY ACTIVITIES

EXPECTATIONS

CHALLENGES

ACCOUNTABILITY

CHANNELS

CALENDAR

CALL TO ACTION

SOLUTIONS

METRIC REPORTING

BENCHMARKS