

# The Execution Roadmap

Client:

Revised:

CORE IDEOLOGY	LONG-TERM STRATEGIC THINKING		SWOT / DOS REVIEW
CORE VALUES	STRATEGIC ANCHORS	SANDBOX	
		Geographic	Strengths (Internal)
	HEDGEHOG	Target Customer Segments	Weaknesses (Internal)
	Passionate About		
	Can be best in the world	Products and Services Provided	Opportunities (External)
		VALUE PROPOSITION	
PURPOSE	Economic Engine (Revenue per X)		Threats (External)
MISSION	BHAG (10-30 YEARS)	BRAND PROMISE	

RESOURCES:  
CEO ADVISORS    VERNE HARNISH  
JIM COLLINS      PATRICK LENCIONI

# The Execution Roadmap

## EXECUTION AND RESULTS

3 Year Date:  1 Year Date:

METRICS

METRICS

### KEY FOCUS AREAS (Top 3-5)

### KEY INITIATIVES (Top 3-5)

1

1

2

2

3

3

4

4

5

5

## COMPANY

### 1st Quarter Priorities (Top 3-5) :: Metrics

owner  
status Not Started

owner  
status Not Started

owner  
status Not Started

owner  
status Not Started

owner  
status Not Started

### 2nd Quarter Priorities (Top 3-5) :: Metrics

owner  
status Not Started

owner  
status Not Started

owner  
status Not Started

owner  
status Not Started

owner  
status Not Started

### 3rd Quarter Priorities (Top 3-5) :: Metrics

owner  
status Not Started

owner  
status Not Started

owner  
status Not Started

owner  
status Not Started

owner  
status Not Started

### 4th Quarter Priorities (Top 3-5) :: Metrics

owner  
status Not Started

owner  
status Not Started

owner  
status Not Started

owner  
status Not Started

owner  
status Not Started