

FILL THE GAP™ BUSINESS GAME PLAN

VALUES/PRINCIPLES		4-YEAR FRAMEWORK
1.	5.	Date:
2.	6.	Gross Revenue:
3.	7.	Profit:
4.	8.	Measurables:
PRIORITIES		Who we are:
Purpose/Mission/Reason:		
Our Focus:		
What we do well:		What we'll look like:
10-YEAR VISION		
MARKETING STRATEGY		
Customers/Markets/Segments:		
Core Competencies (Strengths):		
Competitive Advantage (USP):		
Primary Discipline:		
Promise/Commitments:		

FILL THE GAP™ BUSINESS GAME PLAN

EXECUTION

CURRENT YEAR PLAN	TOP ACTION ITEMS	SPEED BUMPS and HURDLES																																																							
End Date: Revenue: Profit: Measurables: Organizational SMART Goals for the Year <table border="1"> <tr><td>1.</td><td></td></tr> <tr><td>2.</td><td></td></tr> <tr><td>3.</td><td></td></tr> <tr><td>4.</td><td></td></tr> <tr><td>5.</td><td></td></tr> <tr><td>6.</td><td></td></tr> <tr><td>7.</td><td></td></tr> </table>	1.		2.		3.		4.		5.		6.		7.		Revenue: Profit: Measurables: <div> Must-Dos for the Quarter: <table border="1"> <tr><td>1.</td><td></td><td></td></tr> <tr><td>2.</td><td></td><td></td></tr> <tr><td>3.</td><td></td><td></td></tr> <tr><td>4.</td><td></td><td></td></tr> <tr><td>5.</td><td></td><td></td></tr> <tr><td>6.</td><td></td><td></td></tr> <tr><td>7.</td><td></td><td></td></tr> </table> </div>	1.			2.			3.			4.			5.			6.			7.			<table border="1"> <tr><td>1.</td><td></td></tr> <tr><td>2.</td><td></td></tr> <tr><td>3.</td><td></td></tr> <tr><td>4.</td><td></td></tr> <tr><td>5.</td><td></td></tr> <tr><td>6.</td><td></td></tr> <tr><td>7.</td><td></td></tr> <tr><td>8.</td><td></td></tr> <tr><td>9.</td><td></td></tr> <tr><td>10.</td><td></td></tr> </table>	1.		2.		3.		4.		5.		6.		7.		8.		9.		10.	
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