



Achievements/successes for the past year

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Disappointments for the past year

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What did we learn as a company in the past year?

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What critical issues face us over the next 12-18 months?

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Of the critical issues facing us, which ones are we dealing with?

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In 2021, What are we going to start doing?

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In 2021, What are we going to stop doing?

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In 2021, What will we keep doing?

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Do a SWOT on your Company

Strengths, weaknesses, threats, and opportunities

What are our company strengths? Underline the ones you want to build on.

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What are our company weaknesses? Underline the ones that are critical to be improved.

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How will your company enhance underlined strengths and improve underlined weaknesses?

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What threats face the company and underline the ones that need to be dealt with.

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What opportunities face the company and underline the ones that you are acting on.

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How will your company improve its underlined threats and capitalize on its opportunities?

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What ideas would improve the company's customer service towards internal customers and external customers?

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Opportunities facing the company

| Opportunities | Bottom Line Value | Can We Do It? | Leadership Effort | Risk |
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Scale

Bottom line value: 1-10, with 1 = very low
 Can we do it? 0% - 100%
 Leadership effort: High, moderate, or low
 Risk: High, moderate or low

What unresolved issues face the company – How will we resolve them?

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What is the purpose and mission of the company?



What is a measurement system that the company will use to determine if it is progressing in the desired direction and attaining its objectives?

What are the company's clear measurable objectives for the next year?

(No more than 10)

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What objectives need action plans and who is writing them? Who are the champions of the objectives?

| | Action Plans | Who Is Writing Them? |
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When and how will we monitor our progress on the objectives?



What individual and group projects and commitments are you committing to?

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What is the company's meeting structure? When? Who sets the agenda?

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What are the company's ground rules?

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