



One Pager

TEMPLATES

- **What is it?:**

A One Pager is a high-level document that provides clear content and direction for those reading it. It begins with the Core Values of the individual or organization. Next it defines the big goal (1 year, 3-year, 5 years, etc.) the individual or organization is trying to achieve. Finally, it includes a breakout of that big goal into a 90-day goal that will move the individual or organization forward. This creates a smaller action needed that the individual or organization can focus on. This One Pager provides direction when distraction sets in to ensure the focus is on the critical goals to move the organization forward.

- **Why do you need one?:**

Without a One Pager, the individual, employees or organization run the risk of losing sight of their goals due to pop up issues or flashy distractions. Not all work moves you forward, and the importance of focused time will ensure critical activities or goals are achieved.

- **How do you use this one?:**

Fill in each of the boxes to the best of your ability. Have it peer reviewed by others to make sure there isn't anything missing. Also, a good idea to have multiple levels of the organization provide input. Then communicate this One Pager everywhere and often to ensure there is alignment at all levels.



2021 One-Page Strategic Plan



Purpose: We optimize leaders and talent structures to drive organizational objectives to success

Core Values

- Honesty & Integrity
- Challenge Complexity
- Build Simple Sustainability
- Family
- Intellectual Status

Value Proposition

- Turn managers into leaders
- Build simple & sustainable structure to leverage talent to drive results

Culture Differentiator

- Balance talent psychology & analytics
- Focus is on your right solution

3 Year Picture

- Monthly Recurring Revenue (MRR): \$100K Gross
- # Clients: 10-20 In-Work and 5-10 Booked (Future Work)
- Profit: \$1M Annually
- Location: Based in Tucson, AZ. Customers (80% US & 20% International)

2021 Objectives/Goals

1. MRR: \$100K by year end (At least one month of \$10K in sales)
2. Identity: Create pull for our knowledge, services and results

Strategy/Priority 1

Establish monthly sales targets (Aligns to Goal #1) via all distribution channels (LinkedIn, Networking, current customer base)

Metric: Data on sales channel performance

Strategy/Priority 2

Build customer pipeline by obtaining 5 new clients for 2021 (Aligns to Goal #1)

Metric: Number of existing, new and future clients

Strategy/Priority 3

Complete IOR (Name in work) including process, structure, analysis, and final report layout. (Aligns to Goal #2 & 1)

Metric: Data has been collected from a minimum of two pilots, and our knowledge was at center stage via a symposium, article, podcast etc.

