

Strategic Planning

This worksheet will guide you through the transition from the more abstract goal your Mission Statement to the increasingly concrete terms of your Objectives, Trail Markers, and Checklists. If you don't have a Mission Statement, we highly recommend working through Renexec's free Guiding Statements Worksheet.

Objectives:

You can think of objectives linearly (obstacles you need to traverse on your way to your mission at the mountain summit), or preparatively (conditions you need to meet to make your summit attempt possible). Make sure you identify the process that's right for you and your business.

Step 1:

Identify up to three Objectives that will substantially move your business toward achieving your Mission, and write them in the table provided below. These should be the outcomes that are most important to obtain in order to reach your mission, but they are not necessarily the only outcomes you'll need to achieve.

Step 2:

Check each of your Objectives against your Mission and Vision. In the table below write how each Summit Goal aligns with your Mission and Vision.

Objectives	Alignment w/ Mission & Vision

Trail Markers:

Trail Markers are progress indicators that help you measure whether you are on track toward achieving your Objective. These should be clear, objective milestones that confirm forward movement. Write your most important Objective in the table below, then follow the steps. You can make copies of this worksheet and repeat the process for your other Objectives.

Step 1:

Fill in the first column of the table below by creating 3-5 Trail Markers for your most important Objective. Trail Markers are not actions, but indicators that can show you whether your business is on track to achieve your Summit Goal. Consider indicators of external factors (i.e. customer acquisition cost, website traffic, etc.) and indicators of internal factors (i.e. turnover rate, defect percentage, etc.) Make each Trail Marker specific (i.e. "decrease customer acquisition cost to \$100")

Step 2:

Next, fill in the second column of the table by explaining how each Trail Marker aligns with your Objective. Think about how each Trail Marker indicates your progress toward the Objective.

Step 3:

Finally, fill in the third column of the table by writing down how this Trail Marker will be measured and reported. Think about how the status will be quantified and what tools are required to provide the data.

Objective:

Trail Marker	Alignment	Measurement

Checklist:

Checklists are like “to-do lists”. These are the broad actions into which you need to focus your resources to meet the Trail Markers you identified for your Summit Goals.

Step 1:

Identify the things you need to do to arrive at each trail marker, and list them under each Trail Marker. Though these are actionable items, try not to get too far "in the weeds".

Step 2:

Next, fill in the second column of the table by explaining how each Checklist item correlates to your Trail Marker.

Trail Marker:

Checklist Item	Trail Marker Correlation

Trail Marker:

Checklist Item	Trail Marker Correlation