



Put Your Strategy on a Page

Once you have tackled each element of the strategic planning process, you're ready to summarize the strategy on a single page.

Use the one-page template that follows to clarify where the functional organization is, where it is going and how it will get there. It communicates how you are adding value today, demonstrates how you plan to impact future business across the coming year — in line with corporate objectives — and provides a tool to cascade the strategic plan further across and down the organization.



Pressure-test your strategic plan
with Gartner.

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The major components are:

- **Statement of strategy.** A clear and concise statement that summarizes the objectives on which the function will focus in the coming one to three years in order to enable business strategy.
- **Current state of the function today.** Four to seven metrics that gauge the performance of the function today.
- **Top urgency drivers.** One or two key trends driving change in business conditions (eg economic/regulatory/technology trends, changes in competitive position, changing workforce composition, etc.)
- **Top functional initiatives.** Five to seven initiatives required to meet the functional objectives established to support business goals.
- **Top underlying beliefs and assumptions.** Five to seven critical assumptions underpinning the strategy (i.e., mid- to long-term business trends and functional priorities derived from the business strategy summary, including response to broader business environment and trends). Set metrics and thresholds where necessary to indicate when a course correction is required.
- **Future state of the function.** Top four to seven metrics that describe the performance of the function against key business-driven objectives.

You can use a simple one-page template to help other functional leaders craft their strategic plans.

Strategy on a Page Template

Contact Us to Learn More:
gartnerbusinessleaders@gartner.com
gartner.com/en/publications/ebook-strategic-planning-for-strategy



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Statement of Your Function's Strategy

State of Function in 20XX

Top Four to Seven Metrics Describing Initial State

Top Urgency Drivers

Top Five to Seven Functional Initiatives

Top Five to Seven Underlying Beliefs and Assumptions

State of Function in 20XX

Top Four to Seven Metrics Describing End State