



How to Put Your Strategy on a Page

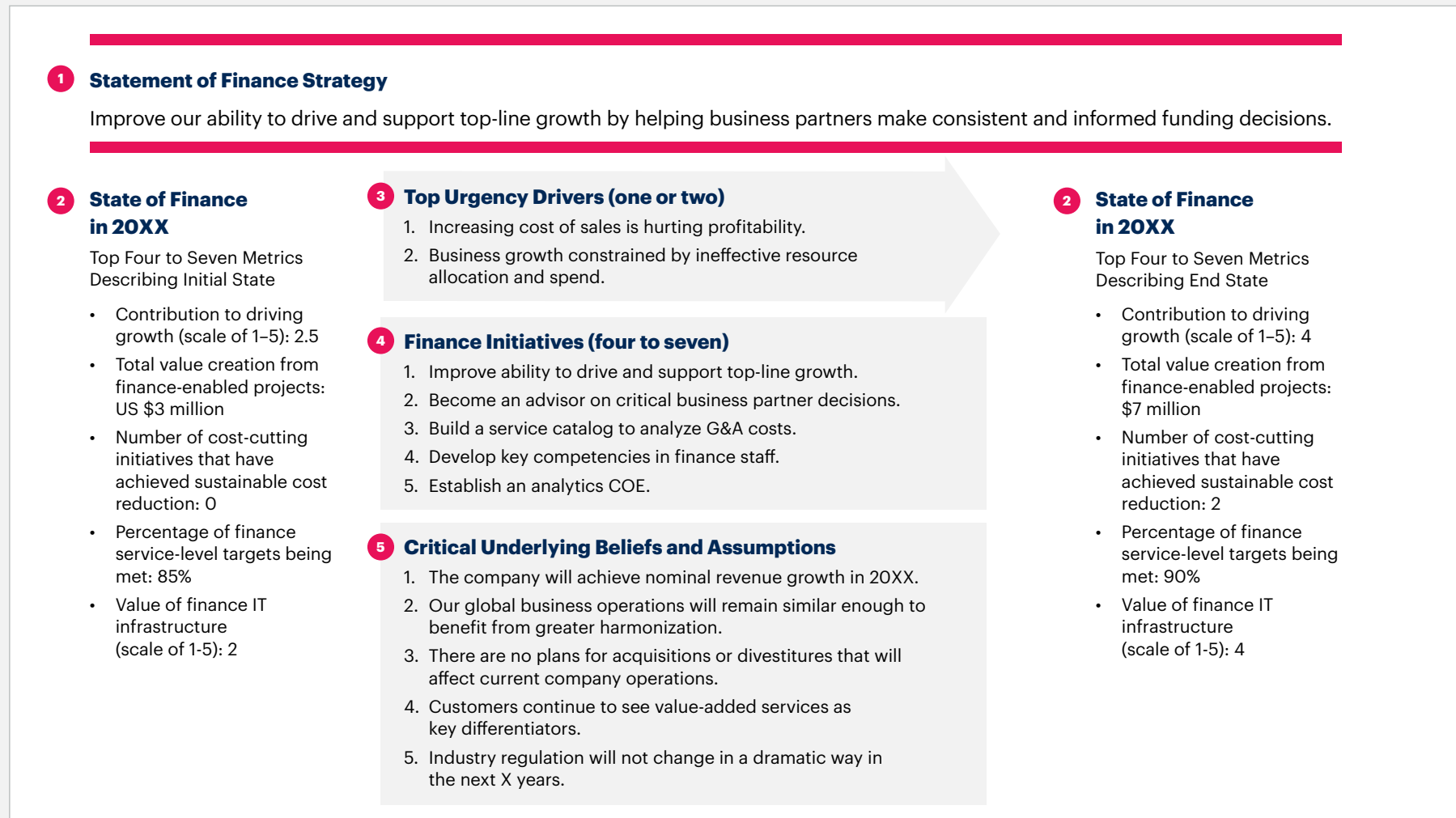
The components of a one-page plan are:

- 1 Statement of strategy.** Craft a clear, concise and memorable statement that captures the essence of the functional strategy and summarizes the key objectives on which your function will focus in the coming one to three years to enable business strategy.
- 2 State of the function.** Identify the best indicators (four to seven key performance measures) to describe the performance of the function today and its desired future state.
 - Capabilities. Some planners also include a list of (three to five) capabilities their function needs in order to support enterprise ambitions.
- 3 Top urgency drivers.** Specify one or two key trends driving the change in business conditions to which the business and your function must respond.
- 4 Top functional initiatives.** List the top four to seven key initiatives required for your function to achieve its desired end state.
- 5 Critical assumptions.** Document critical assumptions underpinning your strategy. Limit the number and be prepared to set metrics and thresholds where necessary to indicate when course correction is required as circumstances change.



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Document the key elements of your strategy on one page. This example is illustrative.



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Strategy on a Page Template



Type in the light blue fields to complete the interactive form

Statement of Your Function's Strategy

State of Function in

Top Four to Seven Metrics Describing
Initial State

Top Urgency Drivers (one or two)

Your Function's Initiatives (four to seven)

Critical Underlying Beliefs and Assumptions

State of Function in

Top Four to Seven Metrics Describing
End State