



Initiative:

Initiative:
From:
To:
Champion:

Initiative:
From:
To:
Champion:

Strengths

Weaknesses

Opportunities

Initiative:

Initiative:

Solved

Unsolved

1. Issue

2. Assumptions

3. Values

4. Vision

5. Customer Benefit

6. Vital Signs
Other Beneficiaries

7. Values

8. Obstacles

9. Strengths, Weaknesses
& Opportunities

10. Strategic
Initiatives

11. Actions

12. Title

TACTICAL STRATEGIC
steps 7-12 steps 1-6

Vision

Customer Benefits

Other Beneficiaries