Segment: Strategic Clarity
(revised Apr 14, 2018)

Vision:

__________________________________________________________

Values:

__________________________________________________________

Value Proposition: (Primary Stakeholder)

__________________________________________________________

(Secondary Stakeholder)

__________________________________________________________

(Secondary Stakeholder)

__________________________________________________________

Priorities/Strategies:

__________________________________________________________

__________________________________________________________

Metrics: Measures of Progress:

__________________________________________________________

__________________________________________________________

Use one of the following to describe the level of clarity for each of the above elements?

- Great
- Good
- Adequate
- Poor
- Non-existent