

One Page Strategic Plan Template



Strategy Kiln

Job to be done...

Yes, you can fit a comprehensive strategy in one page. This leverages the GOST framework and has specific activations in a bold black section, because strategy is just an idea without execution. Use this to get visibility and alignment, and keep it alive with constant attention.



**Building this one pager takes
strategic focus, incredible
discipline, and alignment...**



Strategic Plan on a Page

Amazon Acquisition of Whole Foods Example



WHERE WE ARE

Key Challenges	<ul style="list-style-type: none">Lack of physical presence in grocery creates operational hurdles for deliveryAmazon brand not perceived as premium or high quality, especially in food
Market Data	<ul style="list-style-type: none">Online grocery expected to double in market share by 2025Whole Foods is the fastest growing large grocer in the US at +6.5% annual growth
Today	<ul style="list-style-type: none">Testing Amazon Prime Delivery model in select, high population markets such as LA and NYC with thin margin.<u>Risks</u>: Wal Mart enters and wins in grocery delivery before us

STRATEGIC APPROACH

Grow market share to 3.5% by acquiring Whole Foods to expand into grocery, creating a differentiated multi-channel experience driven by Prime membership in-store

Resource Requirements

Budget Approval Request:

- \$10Bn for WF acquisition
- \$500MM for AMZN locker COGS and installation

Team Development:

- Assemble bi-weekly steer-co to manage key decisions with stage gate process

WHERE WE'RE GOING

Goal: <ul style="list-style-type: none">Leverage Whole Foods acquisition to become a leader in grocery delivery Objectives <ul style="list-style-type: none">Increase grocery market share from 2.5% at acquisition to 3.5% by 2021Drive \$15Bn in revenue and \$500MM EBITDA	Goals/Objectives
<ul style="list-style-type: none">Add Prime savings to WF brick & mortar by creating in-store salienceDrive micro visits with AMZN lockers via a full fleet install in year one	Execution
<ul style="list-style-type: none">Become the leading health food grocer with vertically integrated physical and online experiences that provide superior quality food, speed of delivery, and consumer value.	Future

Enduring Understanding

This one pager will get stakeholders on board and on the same page. It takes effort and focus, but the alignment and visibility you'll get is worth it. Ask for the resources you need so you can activate with excellence.



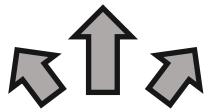
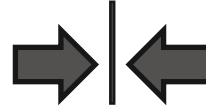
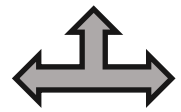

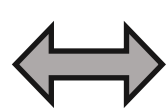
APPENDIX





O-C-C-A-M Strategy Razor

Framework for Thinking Strategically

	 OPEN-UP	 COMPRESS	 COORDINATE	 ACTIVATE	 MEASURE
Behaviors	Ask questions Ask why Ideate Gather data & trends Spot patterns	Analysis of data/resources Seek competitive adv. Manage trade offs Simplify & set goals	Interlock corporate strategy Share strategic insights Align on key objectives Find multiplier effects Risk planning	More risk planning Harness resources Execute flawlessly Launch plan	Measure Review launch Apply learnings Optimize Feedback loop Iterate
Traits	Curious to learn Big picture visionary Status quo challenger Positivity	Ability to focus Be decisive Critical & analytical Intuition Courage	Multi-dimensional thinker Flexibility Ability to anticipate Relationship building Persuasion	Take initiative Eye for detail Hunger to win Willing to fail fast	Results driven Patience Tenacity Be proactive Resilience
Tools	Porter's Five Forces Value Chain Analysis Consumer Journey Map Situation Assessment SWOT (Initial)	BCG Growth Matrix Strategy Canvas 4 Action Framework SWOT (Fusion Matrix) Positioning Statement	Business Case Project Charter Project Milestones McKinsey 7 RACI	Project Charter (signed) Launch Plan Craw, walk, run test plan Risk register	KPI Dashboard Creative Testing Brand Tracker Results Report Progress to Forecasts
	What's happening?	What are the critical success factors?	Where are the synergies?	Will my plan deliver my objectives?	How can we improve?

