



### Strategic Map – "Summit"

All goals, tasks and milestones must be specific, measurable, achievable, realistic relevant and time bound with a beginning and an end. The expectation is that all tasks will be exceeded in qualitative and quantitative terms.

Business Name (PROJECT / DEPARTMENT) :		Author/s :	Date :
Q-5 Problem, Pain or Need : (ISSUE / CHALLENGE)		Q-6 Solution :	Your U.S.P./W.O.W. Factors : (UNIQUE SELLING POINT / MUST HAVE YOUR OFFERING) Q-7 1. Q-7 2. Q-7 3.
Primary Marketing Segment : Q-8 1. Q-8 2. Q-8 3.		Secondary Marketing Segment : Q-9 1. Q-9 2. Q-9 3.	Tertiary Marketing Segment : Q-10 1. Q-10 2. Q-10 3.
Q-11 Vision (Destination) : (WHY YOU DO / EXIST)		Q-12 Mission (Direction ? Your Big Promise) : (WHAT YOU DO)	Q-13 Organisational Core Values : (HOW YOU DO IT / AIMS)
Primary Enhancing Benefits (What?) of Your Product or Service :		Primary Distinct (How?) Features of Your Product or Service :	Primary Advantages of Your Product or Service Over Competition : (REDUCE, RAISE, ELIMINATE, CREATE ABOVE THE NORM)
Q-14 1. Q-14 2. Q-14 3.		Q-15 1. Q-15 2. Q-15 3.	Q-16 1. Q-16 2. Q-16 3.

	Marketing   Branding   P.R.	Operations   Quality   Procurement	Financial K.P.I.'s   Funding	Sales   Exports   Customer   Relations	Accounts and Administration	Research   Development   Innovation	Technology   M.I.S.	SHRM   L and D   Talent   Management	Funding   Risks   I.P.   Legal
<b>Strategy to deliver the vision 3 years + outlook Executive Conceptual (The Why?)</b>	Q-17 1. Q-17 2. Q-17 3.	Q-21 1. Q-21 2. Q-21 3.	Q-25 1. Q-25 2. Q-25 3.	Q-29 1. Q-29 2. Q-29 3.	Q-33 1. Q-33 2. Q-33 3.	Q-37 1. Q-37 2. Q-37 3.	Q-41 1. Q-41 2. Q-41 3.	Q-45 1. Q-45 2. Q-45 3.	Q-49 1. Q-49 2. Q-49 3.
<b>Tactics / From your mission to achieve the vision 12 month outlook Management Monthly (The What?)</b>	Q-18 1. Q-18 2. Q-18 3.	Q-22 1. Q-22 2. Q-22 3.	Q-26 1. Q-26 2. Q-26 3.	Q-30 1. Q-30 2. Q-30 3.	Q-34 1. Q-34 2. Q-34 3.	Q-38 1. Q-38 2. Q-38 3.	Q-42 1. Q-42 2. Q-42 3.	Q-46 1. Q-46 2. Q-46 3.	Q-50 1. Q-50 2. Q-50 3.
<b>Day to day tasks / Actions to achieve tactics The here and now! Technical Operations milestones (The How?)</b>	Q-19 1. Q-19 2. Q-19 3.	Q-23 1. Q-23 2. Q-23 3.	Q-27 1. Q-27 2. Q-27 3.	Q-31 1. Q-31 2. Q-31 3.	Q-35 1. Q-35 2. Q-35 3.	Q-39 1. Q-39 2. Q-39 3.	Q-43 1. Q-43 2. Q-43 3.	Q-47 1. Q-47 2. Q-47 3.	Q-51 1. Q-51 2. Q-51 3.
<b>Risks Contingency Threats</b>	Q-20 1. Q-20 2. Q-20 3.	Q-24 1. Q-24 2. Q-24 3.	Q-28 1. Q-28 2. Q-28 3.	Q-32 1. Q-32 2. Q-32 3.	Q-36 1. Q-36 2. Q-36 3.	Q-40 1. Q-40 2. Q-40 3.	Q-44 1. Q-44 2. Q-44 3.	Q-48 1. Q-48 2. Q-48 3.	Q-52 1. Q-52 2. Q-52 3.

Every sequence of the three to be listed in terms of "important and urgency" No 1 most important and most urgent and so on V.1.3. &copy; 2020

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For period day, week, month, quarter or year? : \_\_\_\_\_

Importance: Significant worth or consequence: valuable in content or relationship for achieving your organisational goals.

Urgency: Need for action, haste, etc.; stress, pressure, as of necessity. (Think of a scale of 1 to 10, where 1 is the least urgent.

Use "post its" in each section below. Back fill as you go and refresh having completed an up to date SWOT.

Important and Urgent – do now, list / numerically in order of priority.	Important - Not Urgent, delegate / ask someone to complete the task list numerically in order of priority.	Not Important – Urgent, plan to do, list numerically in order of priority.	Not Important - Not Urgent leave till last, list numerically in order of priority.
1	1	1	1
2	2	2	2
3	3	3	3