



Strategic Map – "Ascent Map"

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 :
Problem, Pain or Need : (ISSUE / CHALLENGE)	Solution :	Your U.S.P./W.O.W. Factors : (UNIQUE SELLING POINT / MUST HAVE YOUR OFFERING) 1. 2. 3.
Primary Marketing Segment : 1. 2. 3.	Secondary Marketing Segment : 1. 2. 3.	Tertiary Marketing Segment : 1. 2. 3.
Vision (Destination) : (WHY YOU DO / EXIST)	Mission (Direction ? Your Big Promise) : (WHAT YOU DO)	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)
1. 2. 3.	1. 2. 3.	1. 2. 3.

	Marketing Branding P.R.	Operations Quality Procurement	Financial K.P.I's Funding	Sales Exports Customer Relations	Accounts and Administration	Research Development Innovation
Strategy to deliver the vision 3 years + outlook Executive Conceptual (The Why?)	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.
Tactics / From your mission to achieve the vision 12 month outlook Management Monthly (The What?)	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.
Day to day tasks / Actions to achieve tactics The here and now! Technical Operations milestones (The How?)	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.
Risks Contingency Threats	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 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. 2020 ©

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