

Strategic Plan – _____

Date: _____

Mission – (This is why the ASC exists. Try to use 15 words or less – the elevator speech)

Values – (4-6 words/statements that reflect your culture and drives your priorities)

S.W.O.T. – (an assessment of your ASC’s environment)

Strengths (internal) <hr/> <hr/> <hr/>	Weaknesses (internal) <hr/> <hr/> <hr/>
Opportunities (external) <hr/> <hr/> <hr/>	Threats (external) <hr/> <hr/> <hr/>

Goals – (aspirational statement identifying a future desired outcome)

- Service - _____
- People - _____
- Quality - _____
- Finance - _____
- Growth - _____

Objectives – (4-6, specific measurable items that will implement your goals)

Defined using the S.M.A.R.T. framework; **S**pecific, **M**easurable, **A**chievable, **R**elevant, **T**ime-Bound
 Under the typical pillars; Service, People, Quality, Finance, Growth

Pillar	Objective	Measure	Time Frame
Service			
People			

