

Strategy: Kompakter Strategieplan

Name Unternehmen: _____

People (Reputations-Treiber)

Mitarbeiter

1. _____
2. _____
3. _____

Kunden

1. _____
2. _____
3. _____

Gesellschafter

1. _____
2. _____
3. _____

EINSTELLUNGEN/PRINZIPIEN (So „ticken“ wir / nicht)	ZWECK (Warum gibt es uns?)	ZIELE (3-5 JAHRE) (Wo wollen wir hin?)	SACHZIELE (1 JAHR) (Was tun wir kurzfristig dafür?)																																													
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Stärken/Kernkompetenzen

1. _____
2. _____
3. _____

Schwächen

1. _____
2. _____
3. _____

Ihr Name:

Datum:

Process (Produktivitäts-Treiber)

Make/Buy

1. _____
2. _____
3. _____

Vertrieb

1. _____
2. _____
3. _____

Rechnungswesen

1. _____
2. _____
3. _____

AKTIONEN (QUARTAL) (Wie machen wir das?)	MOTTO (QUART./JAHR)	IHRE VERANTWORTUNG (Wer/Wann?)																																																																				
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Trends

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|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
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