

Results Playbook: Strategic Execution Plan

**CORE PURPOSE**

**5 YEAR TARGETS**

**1 YEAR TARGETS**

**CORE VALUES**







**STRATEGIC PRIORITIES**

**ANNUAL PRIORITIES**

**BHAG**

**BRAND PROMISE**

Results Playbook: Quarterly Execution

**QUARTER 1**

**QUARTER 2**

**QUARTER 3**

**QUARTER 4**

Priorities

Priorities

Priorities

Priorities


Measure Target Actual

Measure Target Actual

Measure Target Actual

Measure Target Actual
