

<b>Core values</b>	<b>Targets - 3 year - KPI</b>	<b>Goals - 1 year - KPI</b>	<b>Next Episode - KPI</b>
<b>Purpose</b>	<b>The 3-year picture</b>	<b>Key initiatives</b>	<b>Theme</b>
<b>BHAG</b>	<b>Key Thrusts</b>	<b>Critical number</b>	<b>Projects</b>
<b>Actions to live purpose</b>	<b>Brand Promise KPIs</b>		<b>Celebrate</b>
	<b>Brand promise</b>		
<b>Strengths / Core competences</b>	<b>Weaknesses</b>	<b>Trends</b>	