

FOUNDATION 1	
CORE PURPOSE	
CORE VALUES	

FOUNDATION 2	
10-30 YEAR GOAL - BHAG	

FOUNDATION 3	
PROFIT/X	

3HAG - 3 YEAR HIGHLY ACHIEVABLE GOAL	
YEAR ENDING	
REVENUE	
EXPENSES	
PROFIT	
CASH	
UNIT	
3HAG STATEMENT	
3-5 KEY CAPABILITIES	
KNOWN FOR:	