



MID-YEAR PLANNING WORKSHEET

COMPANY NAME

VISION STATEMENT	

CORE VALUES	BRAND PROMISES
GUIDING PRINCIPLES	END USER EXPECTATIONS

STRATEGIC PRIORITIES			
1ST QUARTER	2ND QUARTER	3RD QUARTER	4TH QUARTER

YEAR TO DATE KPI'S (Key Performance Indicators)		3RD & 4TH QUARTER PRIORITIES	
GOAL	ACTUAL	PRIORITY DESCRIPTION	DEADLINE

RESOURCES			
CASH FLOW NEEDED	HUMAN CAPITAL	TAX CONSIDERATIONS	STRATEGIC PLAN

SITUATIONAL ANALYSIS (SWOT)	
INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)
NOTES	