



# FOUR DECISIONS® Growth Roadmap™

## People (Reputation Drivers)

<b>Staff/Board</b>	<b>Beneficiaries</b>	<b>Funders/Volunteers</b>
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____

FOUNDATION	3 YEARS		1 YEAR																								
CORE IDEOLOGY (Should/Shouldn't)	STRATEGY (Differentiation)	TARGETS (Where)	GOALS (What)																								
<b>Core Purpose</b>	<b>One Phrase Strategy</b>	<table border="1"> <tr><td>Date</td><td></td></tr> <tr><td>Funding</td><td></td></tr> <tr><td>Expenses</td><td></td></tr> <tr><td>Net Income</td><td></td></tr> <tr><td>Partnerships</td><td></td></tr> <tr><td>Reserves</td><td></td></tr> </table>	Date		Funding		Expenses		Net Income		Partnerships		Reserves		<table border="1"> <tr><td>Date</td><td></td></tr> <tr><td>Funding</td><td></td></tr> <tr><td>Expenses</td><td></td></tr> <tr><td>Net Income</td><td></td></tr> <tr><td>Partnerships</td><td></td></tr> <tr><td>Reserves</td><td></td></tr> </table>	Date		Funding		Expenses		Net Income		Partnerships		Reserves	
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<b>Core Values</b>	<b>3-5 Differentiators</b>	<b>3HAG Statement</b>	<b>Annual Priorities</b>																								
	1. _____ 2. _____ 3. _____ 4. _____ 5. _____		1. _____ 2. _____ 3. _____ 4. _____ 5. _____																								
	<b>Revenue per X</b>	<b>Core Constituents</b>	<b>Critical Number</b>																								
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<b>BHAG®</b>	<b>Actions</b> To Live Values, Purposes, BHAG®	<b>Brand Promise &amp; Guarantee</b>	<b>5 Dysfunctions of a Team</b>																								
	1. _____ 2. _____ 3. _____ 4. _____ 5. _____		<table border="1"> <tr><td>Trust</td><td></td></tr> <tr><td>Conflict</td><td></td></tr> <tr><td>Commitment</td><td></td></tr> <tr><td>Accountability</td><td></td></tr> <tr><td>Results</td><td></td></tr> </table>	Trust		Conflict		Commitment		Accountability		Results															
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<b>Strengths</b>	<b>Opportunities</b>
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____



Organization: _____
Name: _____ Date: _____

## Process (Productivity Drivers)

<b>Funding</b>	<b>Programs/Impact</b>	<b>Operations</b>
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____

QUARTERLY																				
ACTIONS (How)	THEME (Energy)	YOUR ACCOUNTABILITY (Who/When)																		
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<b>Quarterly Priorities</b>	<b>Who</b>	<b>Measurable Target</b>																		
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<b>Labor Efficiency Ratio (LER)</b>	<b>Client NPS Actions</b>	<b>Critical Number</b>																		
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<b>Power of One Focus</b>	<b>Employee NPS Actions</b>	<b>My Oxygen Mask Focus</b>																		
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<b>Aspirations</b>	<b>Results</b>
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____