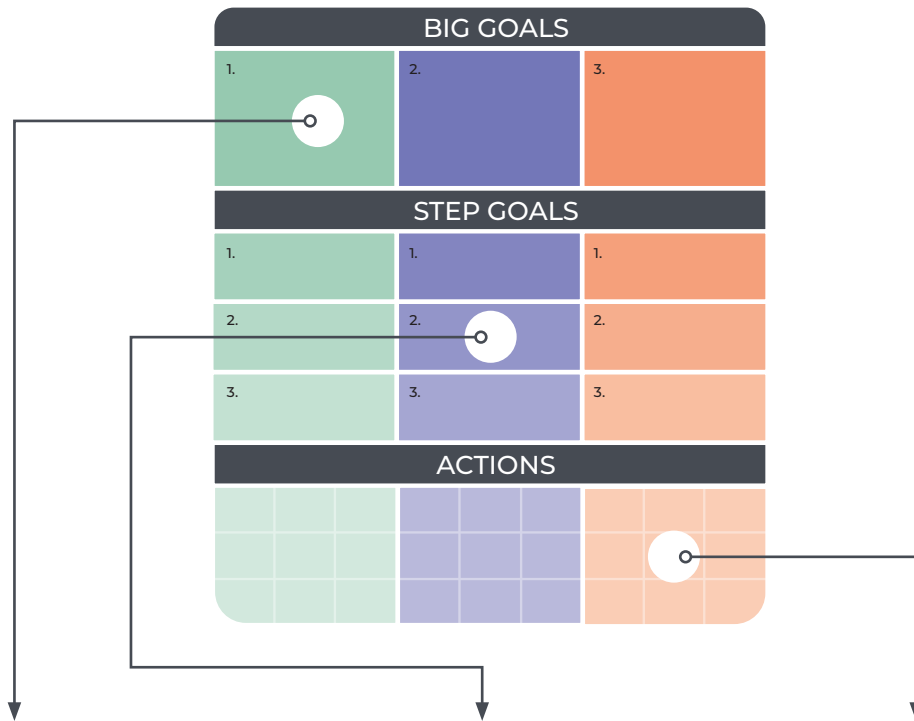


The Law of 3s™ Plan Design



What is a Big Goal?

A Big Goal is a broad, long-term qualitative area of focus that is clearly relatable to the organization's vision for the future. Big Goals should drive the strategic planning preparation. An organization should have no more than three big goals as part of its strategic plan; any more than three Big Goals can overwhelm the organization and compromise the success of all goals.

Outlook: Three years

Owner: Executive leadership team

What is a Step Goal?

A Step Goal is a quantitative, measurable statement that relates directly to the Big Goal. Step Goals should be achievable within a one-year time frame and there should be no more than three Step Goals under each Big Goal.

Outlook: One year

Owner: Leaders and key stakeholders

What is an Action?

An action is a task or project-based statement that, if executed successfully, will achieve (or help to achieve) the Step Goal it's connected to. An action is specific and focused, and should outline who is accountable and how progress will be measured. Typically, there are three actions per Step Goal.

Outlook: One year

Owner: Leaders and employees

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Strategic Plan Template

BIG GOALS								
1.			2.			3.		
STEP GOALS								
1.			1.			1.		
2.			2.			2.		
3.			3.			3.		
ACTIONS*								

* Up to three actions per Step Goal