Executive summary

Project

# The Vision Statement || **WHERE** do you want to be in 5 to 20 years? What are the purpose and values of your business?

# The Mission Statement || **HOW** will you get to where you want to be? What do you do? What makes you different? Define the purpose and primary objectives related to your customer needs and team values.

# Goals || **WHAT** do you want to achieve in 1 to 5 years in fulfilment of the mission? What are your objectives in terms of profitability and social and environmental impact?

# What strategy will you use?

# What concrete actions will you undertake in the framework of this strategy?

# What is the investment needed to implement the concrete actions?