Strategy executive summary

Present a strategic choice, why it is justified and what is needed to carry it out. Replace every bracketed prompt with your own verified content. Delete these instructions and any unused headings before sharing.

Prepared for: [Reader or organization]
Prepared by: [Name and role] Date: [Date]
Source plan or report: [Title, version and date]

Strategic choice

[State the recommended direction and the decision requested. Define the scope and planning period.]

Starting position and evidence

[Describe the current position, problem or opportunity using dated evidence. Distinguish what is known from the assumptions being tested.]

Objectives and measures

[List the intended outcomes with a baseline, target, measure and target date. Avoid targets that cannot be traced to the supporting plan.]

Options and rationale

[Summarize the main alternatives, including continuing the current approach where relevant. Explain the tradeoff behind the recommendation.]

Resources and delivery

[Summarize the budget, staffing and other resources. Identify major milestones, responsible owners and dependencies.]

Risks and decision points

[Name the main risks, mitigation owners and assumptions to monitor. State when to review progress and what would trigger a change of course.]