

Canvas #01

Strategic objectives

Designed by: _____

Date: _____

"In 5 years time, **we must be the leader of**

.....

"**By providing** **to**

.....

Which translates into these 3 strategic objectives:

#1

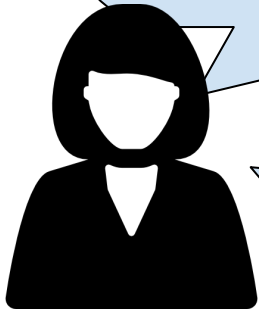
#2

#3

What is a "Strategic objective"?

It is a weakness or threat that jeopardizes the viability of the company in the medium term. The objective is to fix it.

Or it is an advantage to be acquired, or an opportunity to be seized, that would allow the company to ensure its development. The objective is to turn this potentiality into reality.



Or, in your own words:

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