

ACTION SCOREBOARD

RESTATE YOUR FOUNDATION OF FOCUS HERE TO ALIGN YOUR INTENTION

VISION (WHY/PURPOSE)	
MISSION (HOW/WHAT/BY)	
BRAND PROMISE (THE TWO OR THREE THINGS WE PROMISE TO DELIVER)	

SCOREBOARD

Mission KPI Goal		As of:		Brand Promise KPI Goal	
Mission KPI Actual				Brand Promise KPI Actual	
★ ★ ★				★ ★ ★	
Key Action KPI Goal	Key Action KPI Goal			Key Action KPI Goal	Key Action KPI Goal
Key Action KPI Actual	Key Action KPI Actual	Time Left:		Key Action KPI Actual	Key Action KPI Actual
★ ★ ★	★ ★ ★			★ ★ ★	★ ★ ★
To Do List (owners and due dates)				Problems to Solve / Questions to Answer	
★ ★ ★				★ ★ ★	