Company:	Mission:	Vision:	Value Proposition:	Customer segments:
	Optional	Optional		1º

SWOT	USE	COMBAT
Internal Factors	Strengths	Weaknesses
External Factors	Opportunities	threats 2º

STRATEGIC OBJECTIVES(non-quantitative) - OKR	
Objective 1:	S: W: O: T:
Objective 2:	S: W: O: T:
Objective 3:	S: W: O: T: 3º

Tools used:
SWOT + OKR + 5W2H

Strategic Objectives	KEY RESULTS (quantitative) - OKR	Expected value	Executed value
Objective 1:	1.		
	2.		
Objective 2:	3.		
	4.		
Objective 3:	5.		
	6.		4º

Key Results (What?)	ACTION PLAN – 5W2H						
	Why?	Where?	Who?	How?	When? (start date/end date)	How many? (Value R$/$)	Percentage of execution
							5º

ESC Easy Strategic Canvas

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