**MVP Strategic Leadership Plan Template**

**August, 2021**

Remember: This plan is for your leadership, nor for organizational goals!

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| Words that describe ***why*** you lead: | Words that describe ***how*** you lead: |
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**Mantra** (What you focus on each day)

**Mission** (Adapt your mantra to one sentence that states what you do related to your mantra)

**Vision** (How the world -or those you serve- would look like if you fulfilled your mission.)

**Goals** (Ask yourself what needs to happen to achieve the vision. If I do x, y, and z, that should lead to the vision. Try to keep it to three.)

**SWOT (strengths, weaknesses, opportunities, threats, strategies)**

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| **Goal** | **Strengths** | **Weaknesses** | **Opportunities** | **Threats** | **Strategies** |
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