Worked example - a fictional organisation. Replace every detail with your own.

One-page strategic plan

Riverside Community Cafe - 2027 to 2029

Organisation	Riverside Community Cafe	**Plan period**	2027 - 2029
Prepared by	Sam Taylor	**Date**	30/11/2026

Vision: where do we want to be?
The friendliest place to eat and meet in Anytown, loved by locals and run sustainably.

Mission: what do we do, and for whom?
We serve good, affordable food and give our community a welcoming place to meet.

Values: how do we work?
Kind, local, honest, sustainable.

Strategic goals

Goal	How we will measure it	Owner	By
Grow weekday lunch trade	120 lunches per week	Sam	2027
Add a catering service	12 bookings per year	Jo	2028
Cut food waste	Waste bins halved	Alex	2027
Build a reserve fund	3 months of costs saved	Sam	2029

Key priorities for the next 12 months
1. Launch the lunch menu. 2. Recruit and train two part-time staff. 3. Agree a waste-reduction plan with suppliers.