

> Better Practice Strategic Plan

Six critical questions. Fill this out after answering the sections below:

1. WHY DO WE EXIST? _____
2. HOW DO WE BEHAVE? _____
3. WHAT DO WE DO? _____
4. HOW WILL WE SUCCEED? _____
5. WHAT IS MOST IMPORTANT, RIGHT NOW? _____
6. WHO MUST DO WHAT? _____

Core Values

Core Purpose

3-5 Year Targets

1 Year Goals

Core Customer (AVATAR PATIENT)

Long Term Aspiration (BHAG)

DIFFERENTIATORS

Core Competencies

Practice Promises (How you Deliver Dentistry)

Weaknesses, Areas to Improve