

Strategy on a Page

Feature

Turn vision into action—with clarity, cohesion, and measurable momentum

Epic's Strategy on a Page model transforms strategic planning into a focused, actionable framework—designed to align teams, simplify communication, and drive execution. Whether co-created with leadership or distilled from an existing strategic plan, the model captures your company's direction in a single, high-impact page.



ABC Suites (Pty) Ltd
31 May 2022



OUR VISION:
To craft the brands and choice of sweets that people love.... And done in ways that create a sustainable business and shared future that makes a difference in people's lives, communities and planet.

Critical Success Factors	Strategic Objectives	Key Performance Indicators
EXCEPTIONAL PEOPLE: A team representing 'Best in Class' in Belief, Obsession & Brilliance	<ul style="list-style-type: none">Proactively seek out and find top talent - individuals who are Brilliant, Obsessed and Believe in what we represent (2021/12/31) [Molly]Develop and implement a structured onboarding process to engage and excite all new employees (2023/12/31) [Molly]	<ul style="list-style-type: none">5 BOB's per quarter identified100% of new staff fully onboarded
STREAMLINED PROCESSES: Streamlined and user friendly processes aligned to Customer Centricity	<ul style="list-style-type: none">Refine the Product R&D process to include Minimal Viable Product testing & online feedback (2022/04/30) [Adam]Launch online purchasing (2022/02/19) [Ally]Implement the new Accounting software across all branches (2021/12/10) [Celia]	<ul style="list-style-type: none">MDP's defined for all new product launches30% Net Sales via online channel by end Financial Year100% migrated
CUSTOMER GROWTH: Continuous customer growth & loyalty as a result of Great Product and an Iconic Brand	<ul style="list-style-type: none">Recruit & retain world class sales talent (2022/03/31) [Chris]Implement epic Performance Management from Level 3 up (2021/12/31) [Molly]Build accountability and a culture of exceeding targets across the business (2022/01/29) [Gary]Build a 'Can Do' team culture in Sales characterised by high energy, commitment & collaboration within and between the various customer channels (2021/12/31) [Di, Jean]A highly trained sales team who demonstrate deep understanding of client needs (2022/01/31) [Chris, Jack]	<ul style="list-style-type: none">At least 2 referrals from each department weekly120 staff on epic Absolute Scorecard AppraisalEntire Sales Team measured against targets using epic Absolute Scorecard KPI'sCulture survey quarterlyImplement an effective Reward and Recognition program aligned to high performanceUse epic Kudos feature for peer recognitionValue Selling roll-out to be included in sales induction processQuarterly Sales training
BEYOND SHEQ: Going beyond expectations	<ul style="list-style-type: none">Engage with external consultants to help build an exceptional SHEQ culture throughout the business (2022/02/25) [Candy, Stu]Implement internal and external auditing as per agreed schedule (2021/12/31) [Jean]	<ul style="list-style-type: none">Shortlist candidates and appoint team by end Q2External benchmarking - top quartileZero findings
SOUND FINANCIAL MANAGEMENT: A sustainable and growing business with strong cash flow	<ul style="list-style-type: none">Build a financially savvy leadership and middle management team who understand the importance of cost containment (2021/12/31) [Candy, Chris]Strong Cash Flow Management (2022/01/31) [Robin]Minimise risk through effective Risk Management (2022/01/31) [Justin, Luke, Serge]	<ul style="list-style-type: none">Implement easy to understand Financial Dashboards across the businessFinance 101 roll out to level 5Cash Positiveepic Risk Register Net Score < Amber (12)

OUR CORE VALUES
1. Integrity: Be real
2. Quality: What we do, we do well
3. Diversity: As inclusive as our brands
4. Passion: Committed in heart and mind
5. Accountability: If it is to be, it's up to me
6. Collaboration: Leverage collective genius
7. Leadership: The courage to shape a better future

It's built around five essential elements:

1. Vision
2. Values
3. Strategic Pillars (or Critical Success Factors / Focus Areas)
4. Strategic Objectives
5. Key Performance Indicators (KPIs)

This structure brings clarity and cohesion to even the most complex strategies. It's ideal for annual reviews, new

business planning, or refreshing alignment across departments.

Department-Level Alignment

Business Units can create their own One Pagers, aligned to the company's overarching Vision and Values. Each unit's Objectives and KPIs reflect their unique priorities while staying connected to the broader strategy.



Dynamic & Downloadable

The model is fully editable and downloadable at the click of a button—making updates seamless and collaboration easy.

Ownership & Accountability

Strategic Objectives can be assigned to specific owners, who update progress directly within the platform. This includes:

- **Percentage Progress Tracking**
- **RAG Status Indicators**
- **Progress Statements**

All updates feed into a high-level Strategic Report, giving leadership clear line of sight, reinforcing accountability, and accelerating execution.

Key Functions

- Define and capture Vision, Values, Strategic Pillars, Objectives, and KPIs
- Download your Strategy on a Page instantly
- Update and revise as needed
- Build aligned Department One Pagers
- Assign ownership to Strategic Objectives
- Monitor progress via the Strategic Reports & Dashboard