# Creative Strategic Plan Template

This template contains each section of a Strategic Plan without any explanations. To find explanations, go to my website: [learning2grow.org](https://learning2grow.org/creative-strategic-plan-organize-your-ideas-for-a-large-project/).

How to use this document: This document has been created using Styles in Word. If you are using Word, which I recommend, there is a feature called Navigation Pane, which you should be able to find under ‘View’ and ‘Sidebar’ and then ‘Navigation.’ Depending on the version of Word you’re using, this might be called something different. When you click on navigation, a sidebar will pop up with all of the sections in this document, so you can navigate it easily. If you want to put in a new section, be sure to use Styles. I’m not going to explain Styles, but you can google it if you want to.

The Table of Contents on the next page can be updated by right-clicking and choosing ‘update field’ and then ‘update entire table.’

Now delete this page and start creating your plan!

**Table of Contents**

[Creative Strategic Plan Template 1](#_Toc157593642)

[Executive Summary 3](#_Toc157593643)

[Project Overview 3](#_Toc157593644)

[Goal 3](#_Toc157593645)

[Vision 3](#_Toc157593646)

[Mission 3](#_Toc157593647)

[Key Messages 3](#_Toc157593648)

[Research 4](#_Toc157593649)

[Audience 4](#_Toc157593650)

[Market 4](#_Toc157593651)

[Characters 4](#_Toc157593652)

[Setting 4](#_Toc157593653)

[Plot 4](#_Toc157593654)

[Agents/editors or anything else you’ve done research on… 4](#_Toc157593655)

[Strategy 5](#_Toc157593656)

[Resource Audit 5](#_Toc157593657)

[SWOT Analysis 5](#_Toc157593658)

[Key Objectives 5](#_Toc157593659)

[Strategies & Tactics 6](#_Toc157593660)

[Action Plan and Implementation Chart 7](#_Toc157593661)

[Evaluation 7](#_Toc157593662)

[Appendix 1: title 8](#_Toc157593663)

[Appendix 2: title 9](#_Toc157593664)

[Appendix 3: title 10](#_Toc157593665)

[Appendix 4: title 11](#_Toc157593666)

# Executive Summary

# Project Overview

## Goal

## Vision

## Mission

## Key Messages

# Research

## Audience

## Market

## Characters

## Setting

## Plot

## Agents/editors or anything else you’ve done research on…

# Strategy

## Resource Audit

## SWOT Analysis

|  |  |
| --- | --- |
| Internal Strengths | Internal Weaknesses |
| External Opportunities | External Threats (barriers) |

## Key Objectives

|  |  |  |  |
| --- | --- | --- | --- |
| **Challenge** | **What does success look like?** | **Objective** | **Measuring success** |
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## Strategies & Tactics

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| --- | --- | --- |
|  | **Strategy** | **Tactic** |
| Objective 1 | 1.1 |  |
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|  |
| 1.2 |  |
|  |
|  |
| 1.3 |  |
|  |
|   |
| Objective 2  | 2.1 |  |
|  |
|  |
| 2.2 |  |
|  |
|  |
| 2.3 |  |
|  |
|   |
| Objective 3 | 3.1 |  |
|  |
|  |
| 3.2 |  |
|  |
|  |
| 3.3 |  |
|  |
|   |
| Objective 4 | 4.1 |  |
|  |
|  |
| 4.2 |  |
|  |
|  |
| 4.3 |  |
|  |
|   |
| Objective 5 | 5.1 |  |
|  |
|  |
| 5.2 |  |
|  |
|  |
| 5.3 |  |
|  |
|   |

# Action Plan and Implementation Chart

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  Tactic | Jan  |  Feb | Mar  |  Apr |  May |  Jun | Jul  | Aug  | Sep  | Oct  | Nov  | Dec  |
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# Evaluation

# Appendix 1: title

# Appendix 2: title

# Appendix 3: title

# Appendix 4: title