

PLAN ON A PAGE

CLIENT PROPOSITION We will help... ...achieve... ...of... ...through our ability to...	
---	--

FINANCIAL GOALS	2021	2022	% CHANGE

Step 1 Where are we now?	
Key Questions that we answer by using the relevant tools	Score 1-4
Client Knowledge We understand the clients business issues and existing programmes / projects.	
Financials We have clarity on current share of wallet and revenue under contract.	
Relationships We are aligned with the key stakeholders.	
Propositions We understand the white space between what they are buying and could be buying.	
Competition We know who and what we are competing against and how we can compete.	
Service Delivery We are delivering to the client expectations and understand the measurable value we are adding	

Step 2 What does that mean?
Consequences of our current situation
Risks
Strengths
Opportunities

Step 3 Where do we want to be?
Objectives i.e. what do we need to start/stop or continue in order to mitigate risks, leverage strengths and seize opportunity.

Step 4 How we will get there?			
Actions for our top objectives i.e. how we are going to achieve them	When	Who	Status (RAG)