

PLAN WORKSHEET

GOAL _____

SHORT TERM (How to measure) _____

LONG (How to measure) _____

ALLIES
LIST

CONTACT

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

WHAT IS BEHIND ENEMIES _____

HOW TO
WIN

HOW TO
NEUTRALIZE

RESOURCES

PEOPLE _____

LEADERSHIP _____ MEDIA _____

LEGAL _____

MONEY _____

IDEAS _____

RESEARCH _____