

SOSTAC® Summary Plan Template by PR Smith

SITUATION Where are we now?	OBJECTIVES Where are we going? (incl sales/revenue)	STRATEGY How do we get there? (incl tgt markets, positioning & value proposition)	
TACTICS The details of Strategy (marketing mix)	ACTIONS How do we ensure excellent execution?	CONTROL Are we getting there? What do we measure & monitor (incl ROI, CPA)?	
RESOURCES			
Money (budget required)	Men & Women (staff required)	Megadata (data required)	Minutes (timescale required)

A full explanation of what goes into each section is also available in the SOSTAC® courses www.SOSTAC.org