

STRATEGY & PROCESSES · FREE STARTER KIT

Your Strategy on One Page

A one-page canvas, a 45-minute guide and a worked example.

Why one page

A strategy nobody can remember is not a strategy. If you cannot explain your plan in one page, your team will not be able to follow it, and neither will you on a busy Tuesday. The canvas forces clear choices: who you serve, what you sell, what you will focus on and what you will stop doing.

Fill it in 45 minutes

Min	Boxes	How
0–5	Prepare	Print the canvas or open it. Have your last 3 months of sales or your customer list at hand. Silence your phone.
5–15	2 · Who & 3 · What	Look at your best 3 customers. What do they have in common? Describe that person, not "everyone".
15–25	4 · Why us & 5 · Where	Ask 2 customers why they chose you (or read your reviews). Use their words. Note where your last 10 customers came from.
25–35	6 · Goals	Choose 3 goals with a number and a date. If you cannot measure it, rewrite it.
35–45	7, 8, 9	Pick the 3 actions that move the goals, give each an owner and date, name one risk and one thing you will stop doing. Then fill box 1 (Why) last, in one sentence.

Weak vs. strong answers

Box	Weak	Strong
Who	"Anyone who needs design."	"Owners of local service businesses with 5–20 people."
Why us	"Quality and good service."	"First draft in 5 days, fixed prices. 9 of 14 clients came back."
Goal	"Grow sales."	"Go from 4 to 8 monthly subscribers by Jan 31."
Action	"Improve marketing."	"Message 20 past clients asking for one referral (Ana, Dec 15)."

The example, summarized

The file includes a second page with a complete example for **Studio Norte**.

- **Why:** We help small businesses look as professional as they are, so they can charge fairly and win better customers.
- **Who:** Owners of local service businesses (5–20 people) who have outgrown a DIY logo and website and have no time to manage a designer.
- **Stop doing:** Risk: depending on 2 big clients. We will NOT: take projects under the minimum price, or add new services this quarter.

Use AI as your interviewer

PROMPT 1 · INTERVIEW ME

"I want to fill a one-page strategy canvas for my business: [describe in 2 lines]. Interview me one question at a time about: purpose, ideal customer, offer, differentiators, channels, 90-day goals, actions, risks. After each answer, tell me if it is specific enough and ask a follow-up if not."

PROMPT 2 · CHALLENGE MY CANVAS

"Here is my filled canvas: [paste text]. Act as a tough but kind advisor. Point out vague answers, goals without numbers, and anything that contradicts something else. Give me the 3 most important fixes."

PROMPT 3 · FROM GOALS TO WEEKS

"Turn these 3 goals and 3 actions into a week-by-week plan for the next 12 weeks, with a maximum of 3 tasks per week: [paste goals and actions]."

Share only what you are comfortable sharing. Leave out customer names and confidential figures.

Next step: A strategy lives in the weekly routine. The **OKRs & Weekly Review**, the **SOP Library** and the **Project Tracker (RACI + Gantt)** turn this page into daily work. Find them in the Strategy & Processes bundle (15% off) at gelka.co/templates.