

The '**Digital Strategy Dashboard**' can help you produce a focused and sustainable set of goals based on your unique situation and which underpin key business objectives and strategic principles.

THE MISSION: (The long-term aims and values of you or your organisation/product/service)

BUSINESS OBJECTIVES:
(A broad, tangible target you hope to achieve)

CHALLENGES:
(The obstacles to success you or your audience are currently facing)

VALUE PROPOSITION:
(The number one reason your organisation matters to your audience)

DATA & INSIGHTS:
(the valuable information on the wants and needs of your target demographic)

OPPORTUNITIES:
(Your best opportunities to overcome the challenges)

GOALS
(A set of measurable short-term steps that you can execute)

COMPETITIVE ADVANTAGE:
(The parts of your organisation/product/service that deliver a higher perceived value than your competitors)

CHANNELS:
(Marketing channels & activities)

CUSTOMERS / AUDIENCES:
(The people who desire what your organisation/product/service is providing/offering)

RESOURCES:
(The required people, skills, tech, budget to get the job done)