



V2MOM TEMPLATE

This V2MOM template provides a structured framework for scale-ups and startups to define their strategic direction. The V2MOM differentiates itself from other models such as the OKR model as it adds **Vision & Values** as a strong foundation and adds **Obstacles** for scenario planning.

Vision

Your Vision is your ultimate **aspiration**. It describes the future you are trying to create. Keep it concise and inspirational. What does success look like? What impact do you want to make?

Example: To become the leading provider of AI-powered marketing solutions, empowering businesses to connect with their customers in a more personalized and meaningful way.

Values

Your Values are the **principles** that guide your actions and decisions. They define your company culture and how you interact with customers, partners, and employees. What do you stand for? What is important to you?

Example:

- **Innovation:** We embrace creativity and constantly seek new and better ways to solve problems.
- **Customer Success:** We are committed to helping our customers achieve their goals.
- **Integrity:** We operate with honesty, transparency, and ethical behavior.
- **Teamwork:** We collaborate and support each other to achieve common goals.

Methods

Your Methods are the **actions** you will take to achieve your Vision. They are the strategies and tactics you will employ. How will you get there? What specific steps will you take?

Example:

- **Expand our product offering** by developing new AI-powered features.
- **Increase market awareness** through targeted marketing campaigns
- **Build strategic partnerships** with key industry players.
- **Enhance customer support** to ensure customer satisfaction.

Obstacles

Your Obstacles are the **challenges** you anticipate facing. They are the roadblocks that could prevent you from achieving your Vision. What could get in your way? What challenges do you need to overcome?

Example:

- **Intense competition** from established players.
- **Rapidly evolving technology** requiring continuous innovation.
- **Difficulty attracting and retaining top talent.**
- **Limited resources** to invest in marketing and sales.

Measures

Your Measures are the **metrics** you will use to track your progress and success. They are the quantifiable indicators that show you are on track to achieving your Vision. How will you know you are succeeding? What will you measure? Make Methods SMART: Specific, Measurable, Achievable, Relevant, Time-Bound.

Example:

- **Increase revenue** by 50% year-over-year
- **Acquire 100 new customers** per month starting Q2 2026.
- **Achieve a customer satisfaction score** of 90% or higher before the 1st of March 2026.
- **Reduce customer churn** to below 5% before the 1st of February 2026