# Template 1 – Basic Annual IT Strategic Plan

*[Insert your logo]*

***[Insert title] Example:* 2015 IT Strategic Plan**

**Purpose**

*[Summarize the overarching purpose of your strategic plan.]*

*Example:* This plan provides a strategic framework to assure (your company name’s) investment in information technology integrates with our top business strategies to drive results. The strategic plan will help guide our IT goals, priorities, spend, staffing, and timeline. It has been developed with a 5-year outlook in mind and will be updated annually to reflect changing business needs and technology advancements.

*[Job Ready Tip: Look two to five years down the road when creating a strategic plan. One-year plans are more tactical by nature.]*

**Business Goals and Objectives**

*[Enter your top business goals and objectives that can be influenced by investment in information technology.]*

*Example:*

* Increase new, more profitable business through improved bidding.
* Improve profit margin by raising field productivity.
* Raise customer satisfaction by providing quality, responsive service.

*[Browse through our technology-specific template library to add to the following four sections]*

**IT Strategies and Initiatives**

*[Enter business goal or objective]*

 *[Describe your IT goals as it relates to your business goals]*

 *[Describe the current state of technology as it relates to your business goal]*

 *[Outline Strategy 1 and supporting initiatives]*

 *[Outline Strategy 2 and supporting initiatives]*

**Benefits**

*[List the positive business impact you expect from new technology listed in your plan.]*

**Challenges**

*[Describe challenges that could impact your company’s ability to achieve the goals set out in your plan, including possible solutions.]*

**Roadmap**

*[Show high-level milestones related to you strategic plan, such as suggested go-live dates.]*

**Budget Impact and ROI**

*[Describe the plans high-level impact on your company’s budget, return on investment, and pay-back timetable. Also include the costs of not doing anything. More detailed budget numbers and ROI often come later during investigation of technology solutions.]*

*Example:* During the next five years, we anticipate a 10% increase annually to our IT budget to cover additional investments in technology outlined in our plan. Approximately 35% of the total budget will be used solely for technology improvements aimed at helping us reach our business goals. The remainder of the budget will be allocated primarily for standard IT maintenance, staffing, and employee training.

While we will see an increase in our IT budget, we estimate a return on investment of 500% over the next 5 years. Because many of the strategies outlined in this plan are aimed at positively impacting revenue, our IT budget as a percent of revenue will remain at 1%.