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**Employee name:** [NAME]

**Position, function, location, and title:**[POSITION]

**Date:**[DATE]

**List professional goals and aspirations:** [EXAMPLES]

* Exceed performance expectations in current role
* Advance to a leadership position within the company
* List of strengths and talents:
* Time management skills
* Organizational skills
* Content planning

**Action plan (Specific steps or tasks to achieve goals):**

**Action step:**[EXAMPLE] Build a highly talented team of social media staff for each of the major social networks. Coordinate with them to develop targeted customer acquisition campaigns that raise the marketing department’s conversion rates by 50%.

**Schedule:**[EXAMPLE] Recruit team members and have them develop fully formed campaigns for each network within three weeks. Reach conversion rate goal within three months.

**Cost and considerations:**[EXAMPLE] 50% improvement in conversion rates for customer acquisition without exceeding the current social media marketing budget by 20%.

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