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**Nonprofit Solution Mapping Template with Directions –  
Hugh Ballou, Russell Dennis, and Dr. David Gruder**

**Problem:** The “Why”

**Existing Alternatives:**

**Solution:**

**Target Clients (Market):**

**Unique Value Proposition (UVP) & Unfair Advantage:**

UVP

Unfair Advantage

**Core Values:**

**Vision Statement (Concept):**

**Mission Statement (Application):**

**Guiding Principles for Decision-Making and Culture Creation:**

**Desired Outcomes:**

**Long-Term Objectives:**

**Short-Term Goals:**

**Key Action Items/Tactics:**

**Budget and Cash Flow Projections:**

**Funding Figures & Pathway(s):**

**Channels:**

**Leadership Skills & Gaps (Leader and Team):**

**Competencies Needed:**

**Progress Metrics, Accountability, Sequencing Refinements, Culture Development:**

**Other**