**CAB strategy one-pager**

| **CAB vision:** (What do we want?) |
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| **CAB mission:**  |
| **CAB values** | **Value 1** | **Value 2** | **Value 3** |
|  |  |  |  |
| **Success criteria for CAB** |
| **For CAB members** | **For your company** |
|  |  |
| **Global success metrics** |
| **Primary objective** | **Secondary objective** |
|  |  |
|  |  |
| **CAB membership criteria** |
| **Segmentation** |  |
| **Customer type** |  |
| **Ideal CAB size** |  |
| **Existing engagement** |  |
| **Diversity** |  |
| **CAB calendar dates** |
| **Region** | **Date & time** | **Location** |  |
|  |  |  |  |
| **CAB learnings by region** |
|  | **Region** |
| **Year** | (Link to learning) |
| **CAB members by region** |
| **Year** | (Customer names) |