**CAB strategy one-pager**

| **CAB vision:** (What do we want?) | | | |
| --- | --- | --- | --- |
| **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) | | |