

# CAB strategy one-pager

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

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**CAB mission:**

<b>CAB values</b>	<b>Value 1</b>	<b>Value 2</b>	<b>Value 3</b>
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**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**

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**Existing  
engagement**

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**Diversity**

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**CAB calendar dates**

<b>Region</b>	<b>Date &amp; time</b>	<b>Location</b>
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**CAB learnings by region**

**Region**

<b>Year</b>	(Link to learning)
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**CAB members by region**

<b>Year</b>	(Customer names)
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