



2025 SEASON

STRATEGY GAME PLAN



RETURN ON OBJECTIVES

To elevate our premier partnerships by **defining partnership objectives**, developing **dynamic strategy plans**, and **tracking success together**.



OUR WHY...

The Return on Objectives (ROO) program helps the Packers gain a better understand for:

- **Why** the partner is investing with us?
- **What** partners expect from the partnership?
- **How** can we can help partners meet their objectives?



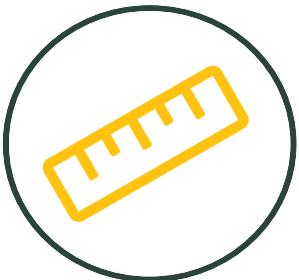


GAME PLAN...

- **What have we accomplished?** 2024 Season Review
- **Where do we want to go?** Areas of focus for 2025 Season
- **What will our goals be?** Identify 2025 ROO
- **How will we meet our goals?** Develop 2025 strategy
- **How will we track progress?** Establish communication plan

KEY CONSIDERATIONS FOR GOAL SETTING

MEASURABLE



Goals must have a non-subjective way to measure progress. Goals should also be based on historical data, or predictive estimates when setting new goals.

ABOVE & BEYOND



Goals go beyond the standard execution of assets to elevate the partnership in a meaningful, quantifiable way. Goals are set with growth and improvement in mind.

REPORTABLE



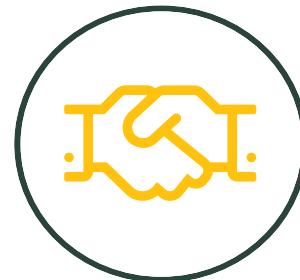
Be able to establish a monthly tracking and reporting system for measurement. Monthly reporting is required to make sure we are on pace for reaching our goals.

IMPACTFUL



Goals allow the Packers to have a direct impact on success of the goal. Added value opportunities can be provided as needed when we may be falling behind.

MUTUAL BUY IN



All goals, measurement and reporting to be agreed upon by all parties.



2025 AREAS OF FOCUS



Where do we want to go?

Area of Focus:

-





2025 ROO GOALS

What will our goals be?

GOAL #1

Description of this goal:

How it will be measured:

GOAL #2

Description of this goal:

How it will be measured:

GOAL #3

Description of this goal:

How it will be measured:

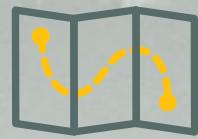
GOAL #4

Description of this goal:

How it will be measured:



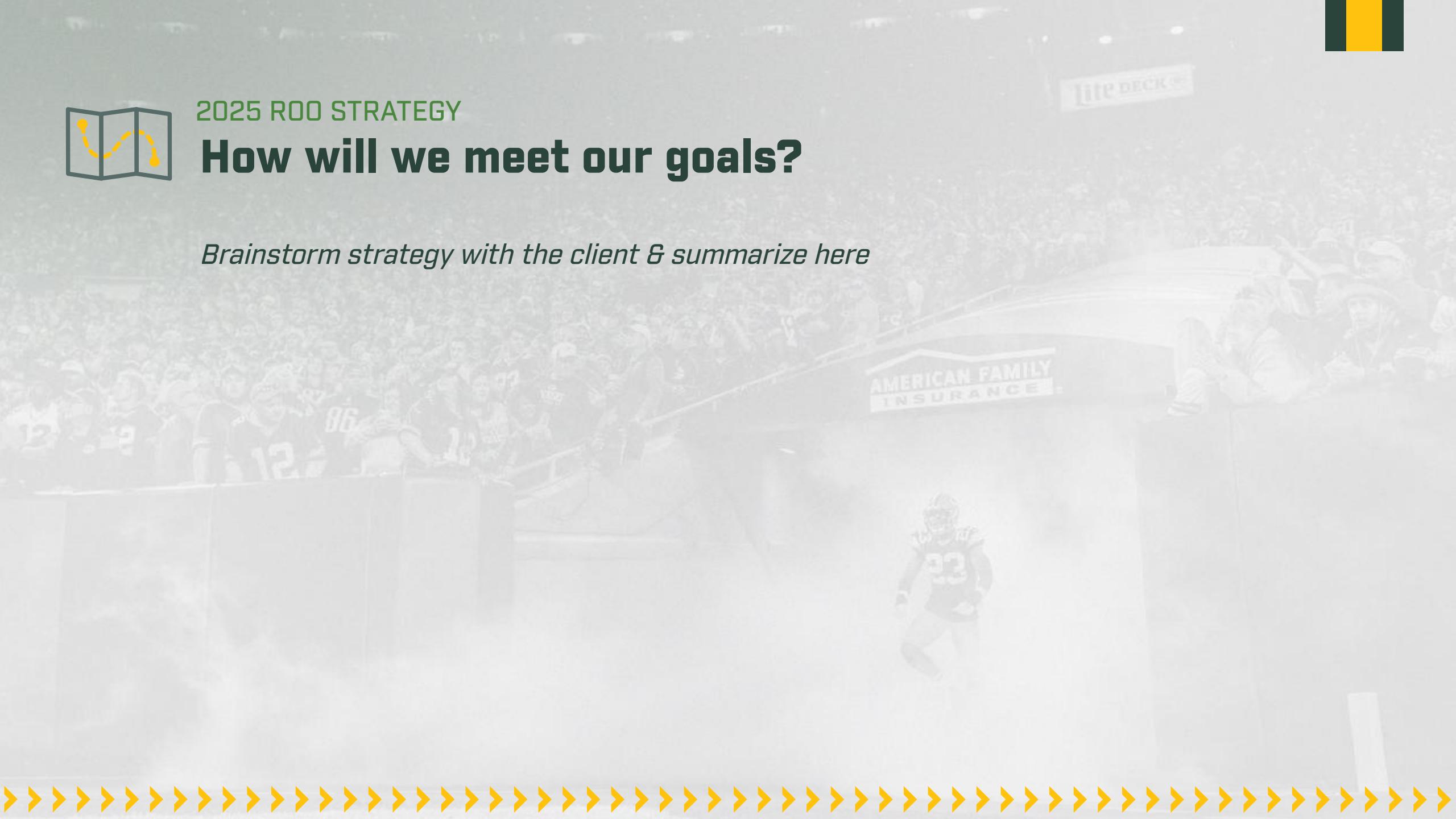
Remember to consider if these goals are measurable, above & beyond, reportable, impactful, and have mutual buy in



2025 ROO STRATEGY

How will we meet our goals?

Brainstorm strategy with the client & summarize here





2025 COMMUNICATION PLAN

How will we track our progress?

Meeting Schedule:

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Key Deadlines:

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STRATEGY GAME PLAN

AREAS OF FOCUS

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STRATEGY

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ROO GOALS

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COMMUNICATION

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LOGO



THANK YOU

