



Vision linked to Strategy

Based on best practice Enterprise Modelling & Architecture principles



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Introduction

A Vision is an aspirational description of what an organization would like to achieve or accomplish in the mid-term or long-term future. It is intended to serve as a clear guide for choosing current and future courses of action, and is therefore a highly conceptual and also complex subject that interlinks with multiple other components within the organization. In order to capture the strategies related to vision, the Vision linked to Strategy is built as a matrix. The matrix is a representation that shows the relationship of captured information between specific decomposed and/or composed strategy and vision objects. The core idea of a Vision linked to Strategy Matrix is that it typically consists of strategy aspects in a list of columns, and another aspect is a set of vision columns (taken from the map), while the third and final aspect being the cross product between the rows and the columns.

This allows for the Vision linked to Strategy Matrix to relate (un)familiar objects to familiar objects in the different layers of an enterprise (composition discipline), usually in the form of a diagram, a table or a chart (e.g. rows and columns), thereby outlining direct (and possibly indirect) connection points between different kinds of objects while showing a common pattern of the objects and the relationship between them.

Vision linked to Strategy

The Vision linked to Strategy Matrix provides you with a detailed overview of the cross relationships between strategies and the vision(s) (each identified with a unique name and ID number) that has been identified through the Vision Map, and then associated with the expectations, risks, and reporting.

How to use Vision linked to Strategy

Identify, document and relate strategies to the vision(s) (each identified with a unique name and ID number), expectations, risks, and reporting.

For example:

1. A strategy may have multiple yet specific associations with visions, expectations, risks, and reporting.
2. Multiple strategies may have an association to any single specific vision, expectation, risk, and report.

What (Strategic Business Objective)	Vision #	What			
		Vision	Expectation	Risk	Report
Strategy 1	#				
Strategy 2	#				
Strategy N	#				

Table 1: The Vision linked to Strategy Matrix.

Please note that the objects we have listed here are the most typical objects that are commonly used within a Vision linked to Strategy, but there may be more (or fewer) relevant objects that are used within your organization. If that is the case, feel free to either add new ones, or remove any objects that are not relevant, or are otherwise unimportant, for this particular map.

Also note that the objects might have a different name in your organization, so make sure to adapt the objects of this artefact so that it fits to the taxonomy of your organization.

The objects involved with Vision linked to Strategy is shown in Table 2.






Objects used with Vision linked to Strategy		
Notation	Name	Description
	Vision	The desired future state of the enterprise. An imagination of the future aspirational state of how the enterprise could or should be like without regard as to how this will be achieved.
	Expectation	The anticipated benefits that are of worth, importance, and significance to a specific stakeholder.
	Risk	The combined impact of any conditions or events, including those caused by uncertainty, change, hazards or other factors that can affect the potential for achieving objectives.
	Report	The exposure, description, and portrayal of information about the status, direction or execution of work within the functions, services, processes, and resources of the enterprise.
	Strategy	The direction and ends to which the enterprise seeks as well as the means and methods by which the ends will be attained.

Table 2: Objects typically associated with the Vision linked to Strategy Matrix.



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