



# Goal Map

Based on best practice Enterprise Modelling & Architecture principles



# Table of Contents

**Goal Map** ..... **1**

    Introduction ..... 3

    Goal Map ..... 3

    How to use the Goal Map ..... 3

**GUIDELINES FOR LEADING PRACTICE SUBSCRIPTION** ..... **5**

**USE OF COPYRIGHTED MATERIAL** ..... **6**



## Introduction

A Goal is an observable and measurable end result having one or more objectives to be achieved within a more or less fixed timeframe, and is therefore a subject matter that involves multiple components within the organization. In order to better capture and document all of the goal objects, Goal is built as a map. The Goal Map is an accurate list and representation of decomposed and/or composed objects. A map is often represented in the form of a simple list or a chart laid out in columns in either a document or a spreadsheet. It's appearance ranges from that of a single list of one object or that of multiple objects across multiple rows within one or more (specific) columns.

The purpose of constructing a Goal Map is to build an inventory or indexed list of objects that are to be either decomposed or composed for later usage within the business layer, information layer and/or technology layer of an enterprise. It is a powerful yet simple to use tool that allows the practitioner to document large amounts of information in a structured and coherent way.

## Goal Map

The Goal Map provides you with a detailed overview of identified goals (each identified with a unique name and ID number), objectives, expectations, risks, reports, and locations.

## How to use the Goal Map

Identify and capture goals (each identified with a unique name and ID number), objectives, expectations, risks, reports, and locations.

*For example:*

1. A goal may have multiple yet specific associations with objectives, expectations, risks, reports, and locations.
2. Multiple goals may have an association with any single specific objective, expectation, risk, report, and location.

Goal #	What					Where
	Goal	Goal	Expectation	Risk	Report	Location
#						
#						
#						
#						
#						
#						

Table 1: The Goal Map.

Please note that the objects we have listed here are the most typical objects that are commonly used within a Goal Map, 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 a Goal Map is shown in Table 2.







Objects used with a Goal Map		
Notation	Name	Description
	Goal	A desired result considered a part of the organizational direction, aims, targets, and aspirations.
	Objective	The purpose or target of one's efforts or actions.
	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.
	Location	A point, facility, place or geographic position that may be referred to physically or logically.

Table 2: Objects typically associated with the Goal Map.



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