



Goal linked to Products

Based on best practice Enterprise Modelling & Architecture principles



Table of Contents

Goal linked to Products..... 1

Introduction 3

Goal linked to Products..... 3

How to use Goal linked to Products 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 capture the products related to goal, the Goal linked to Products is built as a matrix. The matrix is a representation that shows the relationship of captured information between specific decomposed and/or composed product and goal objects. The core idea of a Goal linked to Products Matrix is that it typically consists of product aspects in a list of columns, and another aspect is a set of goal 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 Goal linked to Products 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.

Goal linked to Products

The Goal linked to Products Matrix provides you with a detailed overview of the cross relationships between products and the goals (each identified with a unique name and ID number) that has been identified through the Goal Map, and then associated with the objectives, expectations, risks, reports, and locations.

How to use Goal linked to Products

Identify, document and relate products to the goals (each identified with a unique name and ID number), objectives, expectations, risks, reports, and locations.

For example:

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

What	Goal #	What					Where
		Goal	Objective	Expectation	Risk	Report	Location
Product 1	#						
Product 2	#						
Product N	#						

Table 1: The Goal linked to Products Matrix.

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








Objects used with Goal linked to Products		
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.
	Product	A result and output generated by the enterprise. It has a combination of tangible and intangible attributes (i.e. features, functions, usage).

Table 2: Objects typically associated with the Goal linked to Products Matrix.



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