



Mission linked to Value Drivers

Based on best practice Enterprise Modelling & Architecture principles



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Introduction

A mission is different from a vision in that the former is the cause and the latter is the effect; a mission is something to be accomplished whereas a vision is something to be pursued for that accomplishment. Also called company mission, corporate mission, or corporate purpose. Mission is therefore a conceptual but also complex subject that interlinks with multiple other components of the organization. In order to capture the value drivers related to mission, the Mission linked to Value Drivers is built as a matrix. The matrix is a representation that shows the relationship of captured information between specific decomposed and/or composed value driver and mission objects. The core idea of a Mission linked to Value Drivers Matrix is that it typically consists of value driver aspects in a list of columns, and another aspect is a set of mission 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 Mission linked to Value Drivers 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.

Mission linked to Value Drivers

The Mission linked to Value Drivers Matrix provides you with a detailed overview of the cross relationships between value drivers and the mission(s) (each identified with a unique name and ID number) that has been identified through the Mission Map, and then associated with the expectations, risks, and reporting.

How to use Mission linked to Value Drivers

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

For example:

1. A value driver plan may have multiple yet specific associations with missions, expectations, risks, and reporting.
2. Multiple value drivers may have an association to any single specific mission, expectation, risk, and report.

Why	Mission #	What			
		Mission	Expectation	Risk	Report
Value Driver 1	#				
Value Driver 2	#				
Value Driver N	#				

Table 1: The Mission linked to Value Drivers Matrix.

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






Objects used with Mission linked to Value Drivers		
Notation	Name	Description
	Mission	The purpose and nature of the enterprise.
	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.
	Driver (value drivers)	An external or internal factor that drives, establishes motivation for or influences the direction of an enterprise.

Table 2: Objects typically associated with the Mission linked to Value Drivers Matrix.



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