The Reverse Strategy Map for Effective Strategy Goal Setting

ITONICS

Vision and Mission: _____

Step 6: Validate by long-term vision

Finance Perspective

What gap exists between your baseline and your business need?

Financial goal: _____	
KPI 1:	%
KPI 2:	%

Step 4-5: Strategic Gap & Goal Setting
What is the strategy gap? Why does it exist?
What goals can close it?

Market Development

How will the external environment change your baseline?

Positive trend impact: _____	
Trend 1:	%
Trend 2:	%

Negative trend impact: _____
Trend 1:
Trend 2:

Step 3: Market Development
Will the market grow or decline?
New market opportunities?
Competition intensity?

Customer Processes

If nothing changes, what will the business produce?

Customer goal: _____	
KPI 1:	%
KPI 2:	%

Customer goal: _____
KPI 1:
KPI 2:

Step 2: Customer Processes
How many customers renew? Expansion?
How many new customers enter?

Internal Business Processes

If operations continue unchanged, what does the business spend, and where can it realistically save?

Internal goal: _____	
KPI 1:	%
KPI 2:	%

Internal goal: _____
KPI 1:
KPI 2:

Step 1: Internal Business Processes

What efficiency gains are expected?
What partnership opportunities exist?

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