Goal

Description

Unlike vision, a goal should generally be attainable and should be more specifically oriented to a single aspect of the business problem. A Goal is a statement about a state or condition of the enterprise to be brought about or sustained through appropriate Means. A Goal amplifies a Vision.It indicates what must be satisfied on a continuing basis to effectively attain the Vision.

Notation

«Goal»	F

Related elements

- Ends ConceptsEnd Concept Relationships

Related diagram

 Business Motivation Diagram