End Concept Relationships

The relationships that are allowed between elements are as follows.

Relationships	Description	Example
Amplifies	This link connects Goal to a Vision. Meaning that the Goal gives an emphasis on what must be done over a prolonged period to achieve the desired Vision.	Wision» Be the premier consulting company in the industry Amplifies «Goal» To improve customer satisfaction (over the next 5 years)
Quantifies	This link connects Objective to a Goal. Meaning that the Objective provides a specific time frame (for example, in June 2013) to work towards the Goal and it also gives a basis for evaluating whether the Goal is being accomplished.	«Goal» To improve customer satisfaction (over the next 5 years) (Quantifies» «Objective» By June 30, 2017, establish an operational call center

Related element

• Ends Concepts

Related diagram

• Business Motivation Diagram