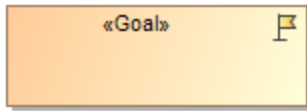


Goal

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



Related elements

- [Ends Concepts](#)
- [End Concept Relationships](#)

Related diagram

- [Business Motivation Diagram](#)