

Application

Align organization around a common goal

Facilitate employee connection/ownership

Provide key talking points for communications

Identify incentives and “Motive Force” for action

Steps

1. **Goal:** State goal in terms of current state and future state
2. **Purpose:** Define how goal supports vision, mission, purpose
3. **Destination:** Define success or the end-game in visual terms
4. **Connection:** Define how each department and employee contributes to goal
5. **Motive Force:** Specify reward and recognition for achieving the goal
6. **Communicate** all 4 attributes often through various channels.

Line-of-Site

