Goalscape

Goalscape for Business

Stephen R. Covey (author of The 7 Habits of Highly Effective People) writes:
"Only 19 percent of survey respondents said their work goals are clearly defined, and a mere 9 percent believe their work has a strong link to their organizations' top priorities."

FranklinCovey survey of 11,000 U.S. workers

Business issue	Goalscape solution
It is easy for board level directors to assume that frontline workers are aware of organizational goals when in fact they have never received the message.	Goalscape allows leaders to agree a main goal and subgoals for each business area, then share them with all staff to enhance engagement and intrinsic motivation.
Everyone needs to understand how their work aligns with organizational goals. When they buy in to these high-level goals it motivates and focuses them.	Managers and team members use Goalscape to define their own goals and priorities (in line with organizational goals), make detailed plans and maintain focus.
All employees at every level must be disciplined in their daily work to avoid being sucked into tasks that may seem urgent but are only superficially important.	Goalscape reflects how priorities change and identifies the most important areas at any point. Users update their to-do lists daily and check off progress as they work.

Goalscape your organization

Goalscape is a serious business tool for strategic decision-making, programme, project and personnel management. With its unique visual model and intuitive interface, Goalscape:

- Captures the corporate vision and specific goals in every business area
- Graphically displays key priorities
- Supports requirements analysis and resource allocation
- Covers detailed action plans with timescales, responsibilities, metrics and milestones
- Communicates the vision, goals and plans throughout the organization
- Allows team leaders to agree and record personal goals and work schedules for front-line workers
- Tracks and displays progress in every area to maintain motivation and highlight potential bottlenecks
- Shows at a glance everything that is happening in any project and how each individual role fits into the overall organization
- Engages staff at alllevels, reinforcing their commitment and focusing their efforts
- Speeds up reporting at every level: from customer feedback and employee reviews to board level strategic discussions.

Consulting operations

Goalscape helps consultants to communicate within their own teams about key project criteria (scope, components, priorities, cost, responsibilities, timescales and metrics). Consultants also use it to capture their accumulated expertise, building generic templates for future work or as illustrations for marketing purposes.

For presentations to prospects and clients at initial pitches and progress reviews, Goalscape's visual model quickly engages everyone in the discussions. This leads to fuller understanding, greater commitment and cohesion… and more sales.

Practice Managers also use Goalscape to set revenue targets for each consultant and monitor their progress on individual projects. They can then use the same project to report upwards.

Presentations

Use Goalscape to replace PowerPoint or other linear presentation tools. This allows you to show the whole presentation or meeting agenda in one image – thus maintaining the meaning of each section and subsection within the context of the whole. Use Full Screen Mode and 'Hide details 'in the panel to show only the goal map, notes and attachments.

There are more details in Emmett Lazich's article 'Easy, Memorable Presentations the Goalscape Way': https://goalscape.com/en/blog/easy-memorable-presentations-goalscape-way/ and Marcus Baur's video 'Using Goalscape for Presentations': youtu.be/d9fVajtz6gg.

Running meetings

Goalscape the agenda: put the purpose of the meeting and the date at the center and the names of those attending in the Responsible list. Enter each discussion item as a level 1 subgoal in clockwise order around the main goal.

Use a large display or screenshare and take a minute at the start to agree the relative importance of each subject and the order in which you are going to cover them. Drag the borders to change the size of each goal according to its importance. If you have a strict time limit, use this to determine exactly how long you can spend on each section.

You can also change the order of business by dragging and dropping goals. Use an 'Any Other Business' (AOB) section in last position to collect any new discussion topics that arise during the meeting (you can add them as subgoals to that goal).

Of course the point of any meeting is to agree the issues and devise action plans to deal with them. Using Goalscape you can define a complete set of subgoals for each area, with full details of cost, timescales, responsibilities, etc – or you might only need to write some 'next steps' in the Notes field.

Miscellaneous additional uses

- Problem-solving and fault tracking (hierarchical approach)
- Knowledge management: capturing and communicating expertise
- Balanced Scorecard analysis
- Role requirements analysis, 'smart' job specifications and stress-free performance reviews (see Richard Parslow's article 'Using Goalscape for HR': visualmapper.blogspot.com/2011/11/goalscape-for-hr-by-richard-parslow-of.html)
- Personal development, training programmes and professional qualifications.

Summary

- Clearly communicate the corporate vision and specific goals in every business area
- See the whole situation clearly and share that knowledge with everyone in your team.
- Know everything that is happening in a project all the time
- Have more focused discussions in meetings (and maybe even finish them on time!)
- Be more productive AND have more time for yourself, your family and friends.

"If you want to teach people a new way of thinking, don't bother trying to teach them. Instead, give them a tool, the use of which will lead to new ways of thinking."

Buckminster Fuller