

GoalTrak[®] User News #10
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Bob Kaplan and David Norton, the creators of the balanced scorecard (the most commonly used performance management system - for the large enterprise), recently commented “breakdowns in a company’s management system, not managers’ lack of ability or effort, are what cause a company’s underperformance”. They define a management system as the “integrated set of processes and tools that a company uses to develop its strategy, translate it into operational actions, and monitor and improve the effectiveness of both” and point out that “the failure to balance the tensions between strategy and operations is pervasive... with various studies published in the past 25 years indicating that 60 percent to 80 percent of companies fall short of the success predicted from their strategies”. (Emphasis is editorial)

You have at your disposal, an “integrated set of processes and tools that a company can use to develop its strategy, translate it into operational actions, and monitor and improve the effectiveness of both!” Strategic Development and **GoalTrak[®]** are the primary elements of this process.

Professionally facilitated Strategic Development at the highest organizational level starts the ball rolling. It begins with the articulation of the organization's Vision, followed by formulation of its supporting Strategy. Once these organizational commitments are made, they get loaded into **GoalTrak[®]** and guide the goal setting effort (operational actions) of everyone in the system. The system then supports consistent monitoring and feedback, completing the Performance/Feedback Loop. The pairing of these two proprietary offerings gives you the “slight edge” in all that you do with your clients.

We encourage you to examine your commitments to yourself and your clients. You and they both deserve the best possible outcomes. It is in your power to provide these outcomes right now using the tools that you currently have at your disposal.

As always, we're available to help you make a difference.

Regards,

Rich & Steve