**OGSM** OF (INSERT NAME OF YOUR COMPANY)

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| O Objective | Every OGSM begins with a clear and powerful phrasing of the quality objectives of an organization: what do you want to accomplish and when (for example 3 months, 1 or 3 years). It often goes hand in hand with the mission of a company and it gives direction to the entire plan. |
| (insert your objective) |

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| G Goals | S **Strategies** | M Measures | | **Effort** | **Impact** | **Who** | **Timing** |
| **Dashboard** | **Action Plan** | Actions |
| These goals are the measurable steps you need to take if you want to get to your objective. They are SMART (specific, measurable, achievable, relevant and time bound) Get at least 4, draw the line at 10  Themes could be:   * **Financial goals** * **Commercial goals Talent & organization goals** * **Marketing & communication goals** | Your strategy concerns the specific route to your goals and what you need to do in order to reach them.  **Strategies are:**   * **Selective: is this exactly how you want it? Sustainable: maintainable and sufficiently distinctive?** * **Aligned: do the strategies enhance one another.** * **Enough: will you get to your goal?** | Start with a baseline measurement! | The measures consist of a dashboard and actions. The dashboard shows whether the strategies are on track in their contribution to achieving the objective. The measures translate each strategy into concrete actions: who does what and when? | Which investment (time and money) does this action require? | What is the result for the organization? | Who takes care of this action? | What’s the timing of this action? |

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| Strategic goals theme 1 | | | | | | | |
| 1.1 |  |  |  |  |  |  |  |
| 1.2 |  |  |  |  |  |  |  |
| 1.3 |  |  |  |  |  |  |  |
| 1.4 |  |  |  |  |  |  |  |
| 1.5 |  |  |  |  |  |  |  |
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| Strategic goals theme 2 | | | | | | | |
| 2.1 |  |  |  |  |  |  |  |
| 2.2 |  |  |  |  |  |  |  |
| 2.3 |  |  |  |  |  |  |  |
| 2.4 |  |  |  |  |  |  |  |
| 2.5 |  |  |  |  |  |  |  |
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| Strategic goals theme 3 | | | | | | | |
| 3.1 |  |  |  |  |  |  |  |
| 3.2 |  |  |  |  |  |  |  |
| 3.3 |  |  |  |  |  |  |  |
| 3.4 |  |  |  |  |  |  |  |
| 3.5 |  |  |  |  |  |  |  |
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| Strategic goals theme 4 | | | | | | | |
| 4.1 |  |  |  |  |  |  |  |
| 4.2 |  |  |  |  |  |  |  |
| 4.3 |  |  |  |  |  |  |  |
| 4.4 |  |  |  |  |  |  |  |
| 4.5 |  |  |  |  |  |  |  |
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| Strategic goals theme 5 | | | | | | | |
| 5.1 |  |  |  |  |  |  |  |
| 5.2 |  |  |  |  |  |  |  |
| 5.3 |  |  |  |  |  |  |  |
| 5.4 |  |  |  |  |  |  |  |
| 5.5 |  |  |  |  |  |  |  |
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| Strategic goals theme… | | | | | | | |
| ... .1 |  |  |  |  |  |  |  |
| … .2 |  |  |  |  |  |  |  |
| … .3 |  |  |  |  |  |  |  |
| … .4 |  |  |  |  |  |  |  |
| … .5 |  |  |  |  |  |  |  |