

Simplify strategic planning with OGSM.

OGSM is a strategy model that transforms objectives, goals, strategies and measures into actionable, executable plans popularized in the 1980s by Procter & Gamble as a means of aligning their global organization. ArchPoint is the leader in OGSM methodology and delivery and has helped hundreds of organizations – large and small – make the complex simple by harnessing the power of OGSM.



Objective

Direction-setting statement.

Where are we going?



Goals

Financial and operational performance goals.

What must we accomplish financially?



Strategies

Choices made to achieve our objectives and goals.

How will we prioritize our choices?



Measures

Quantitative figures used to track progress on each strategy.

How do we measure success?

OGSM aligns individuals and teams to the work required to achieve business goals. Its power is in keeping strategic performance and activities transparent, therefore driving accountability and motivation throughout an organization.



Our Approach



ArchPoint's four-phase approach to OGSM provides an organization with a clear framework for developing, aligning and deploying strategy.

- 1 **Assessment:** An objective, honest assessment of where an organization is today is crucial to the success of strategic planning efforts. This phase includes a diagnostic of internal areas such as performance and processes and external areas such as competition and market trends.
- 2 **Strategy Development:** Once a clear picture of the current state of a business is established, the organizational definition of future success must be agreed upon by the leadership team. This phase focuses on aligning the team around business priorities and critical areas to improve, and building the strategic plan to deliver on objectives and financial goals.
- 3 **Solution Design:** Achieving strategic success oftentimes requires reallocating resources and designing new competencies to fill capability gaps. It also potentially requires choosing to spend time on different activities to achieve different results.
- 4 **Execution:** This is the most difficult phase in this process. The strategic plan must be indoctrinated into the daily lives of an organization for it to be successful. Leaders must manage unexpected challenges, guide the team through stages of change and keep team members focused on the right work to deliver the plan.

Assumption:

Organizations assume building and sharing a strategic plan equates to execution.

Reality:

Organizations need routine, discipline and a method to track and support strategy across all levels to execute the plan.

A powerful platform for achieving organizational potential

myOGSM helps drive the successful execution of your company's strategy by providing a central platform to capture and track objectives, goals, strategies and measures across the organization and consistently monitor progress and impact.

The Old Way

How complex and disconnected are the systems, documents and workflows you use to manage your strategy?

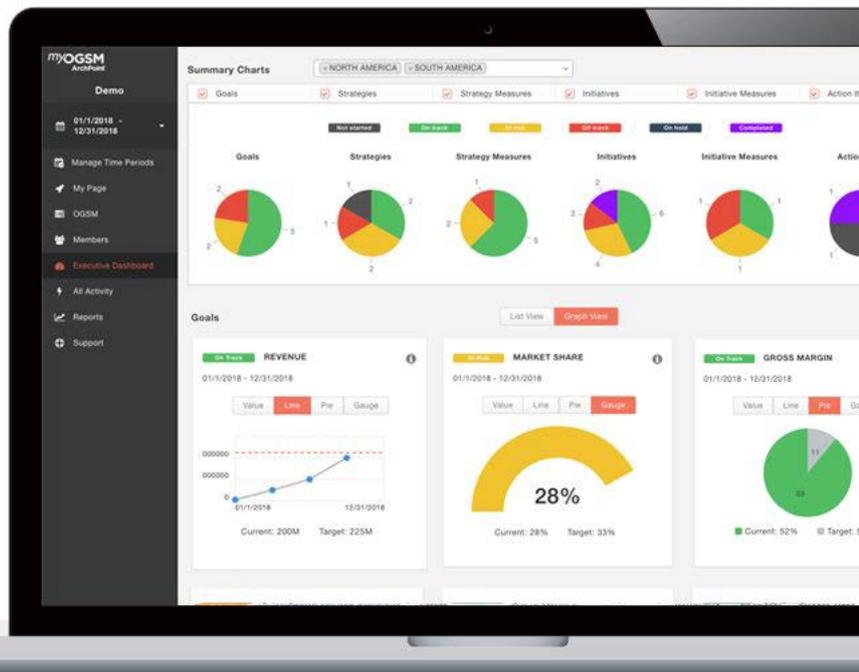


The New Way

Why not simplify with one central platform to track and manage your organization's strategy?



- VISUALIZE THE BIG PICTURE.**
 The dashboard provides a snapshot of strategic progress and its impact on financial goals.
- STAY UP-TO-DATE ON METRICS THAT MATTER.**
 Status of key performance metrics readily available at all times.
- BUILD AN ORGANIZATIONAL ROADMAP.**
 The strategic activity timeline helps coordinate deliverables across the overall plan.
- INCREASE ACCOUNTABILITY AND ALLOCATE RESOURCES.**
 Ownership is clearly defined, strategic activity is efficiently resourced and potential capacity issues are identified.
- COMMUNICATE PROGRESS WITH REPORTS.**
 Export, print and create custom reports for meetings and presentations.



ArchPoint | **myOGSM**
Let us show you how myOGSM can change the way you do business.

Request a demo today!