



Goal Modelling

The Business Motivation Model

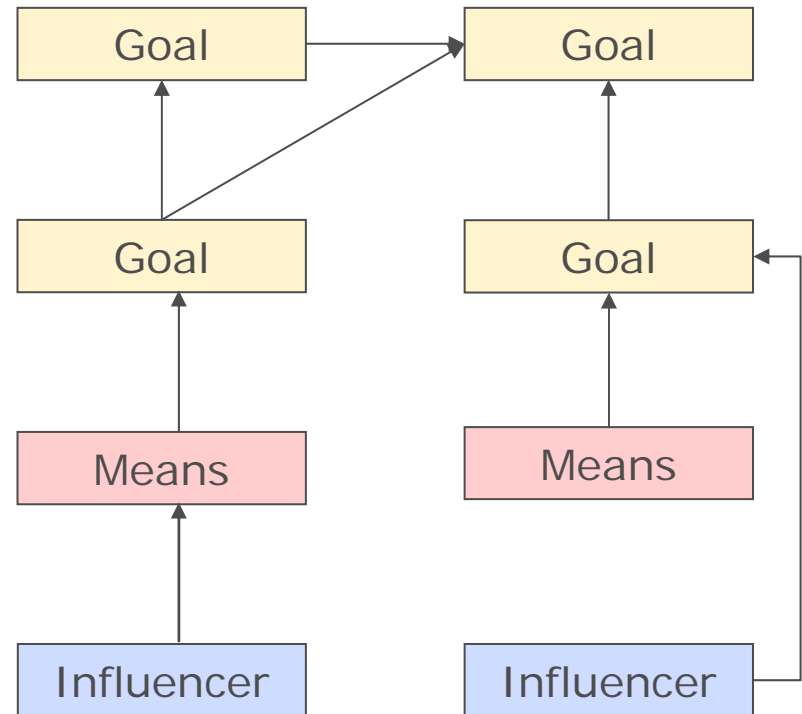
Purpose of Goal Models

Describing the goals of an enterprise

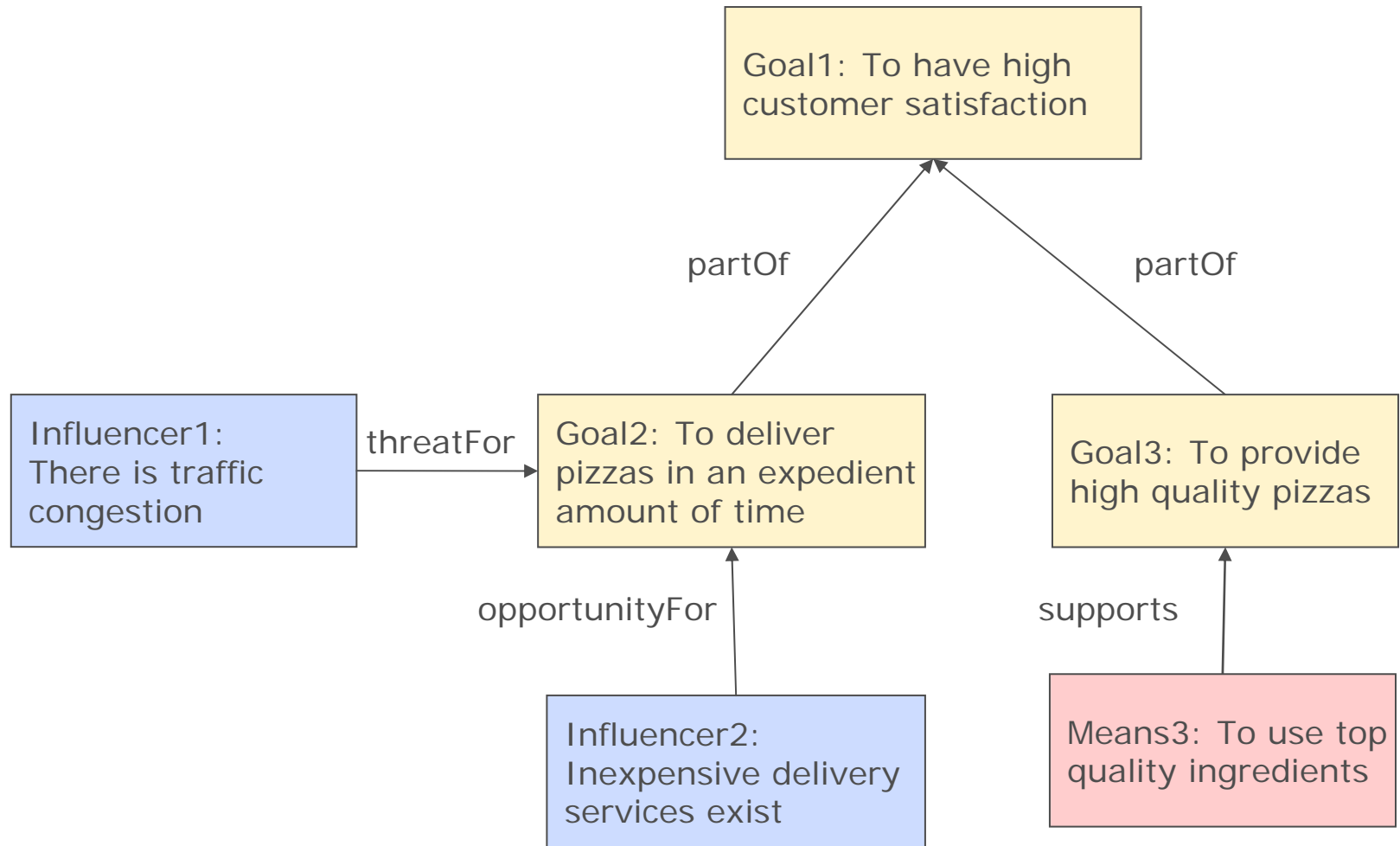
Showing how the goals are interrelated

Finding means to achieve the goals

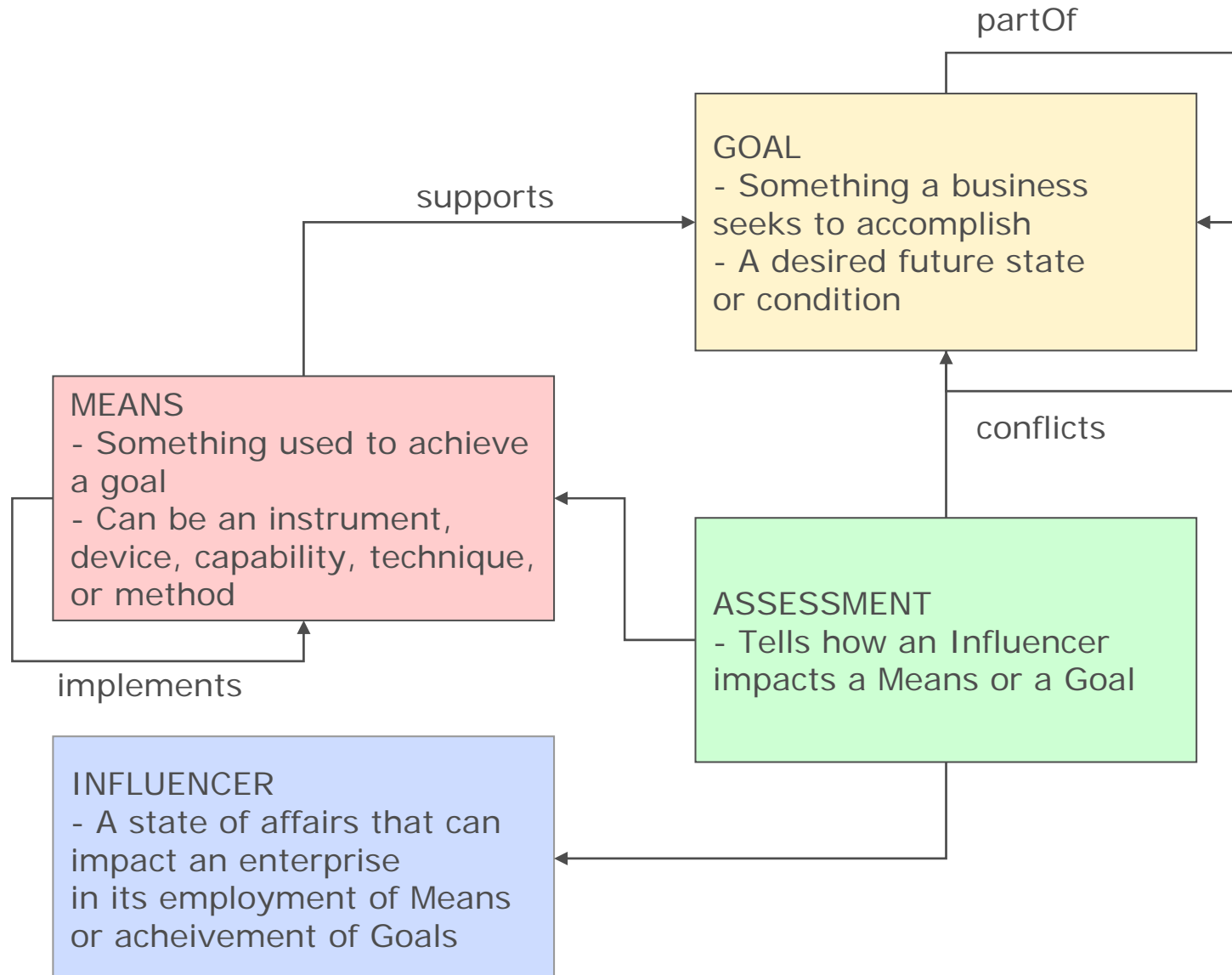
Finding influencers that have an impact on goals and means



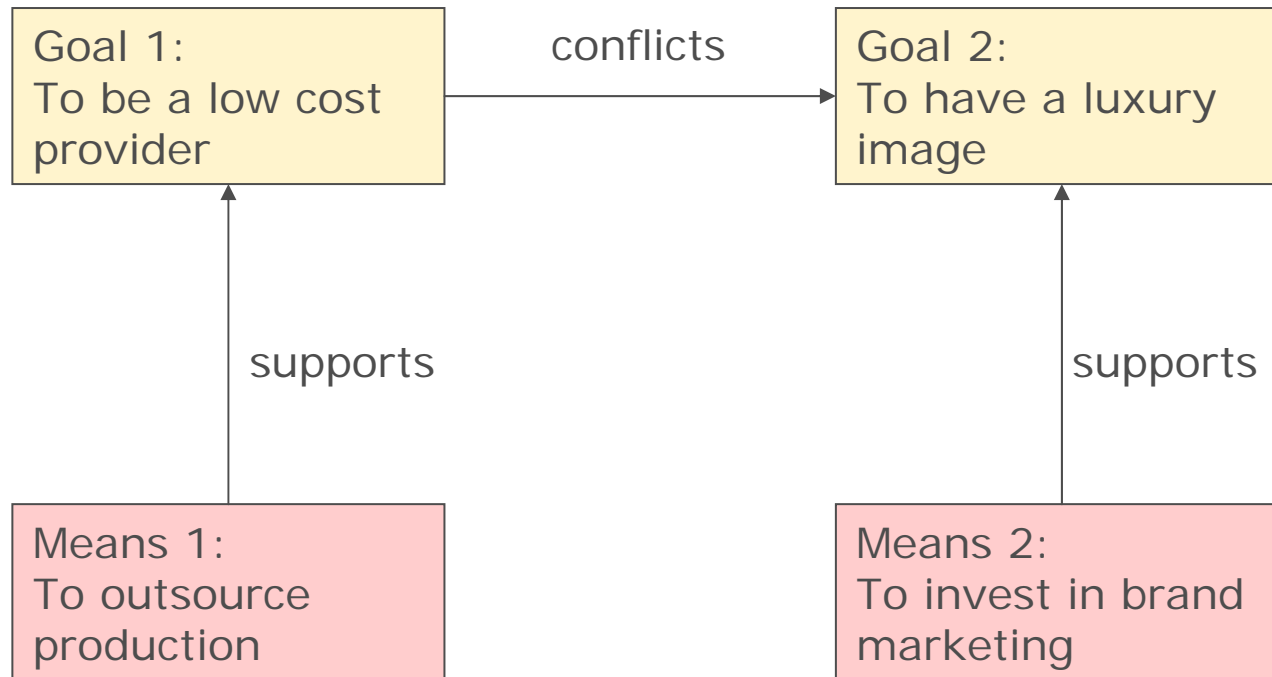
A Goal Model for a Pizzeria



Basic Concepts of Goal Models

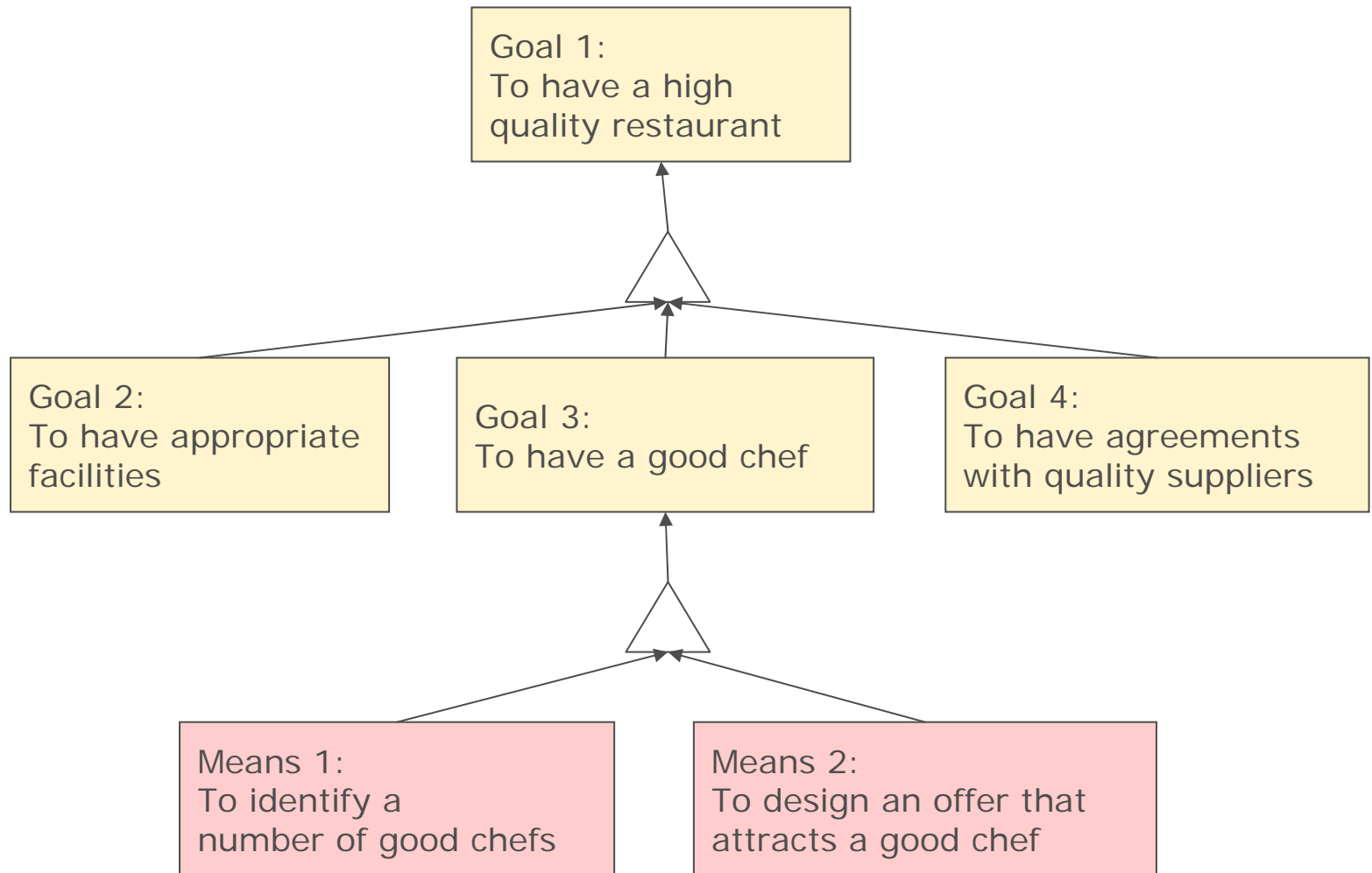


An Example



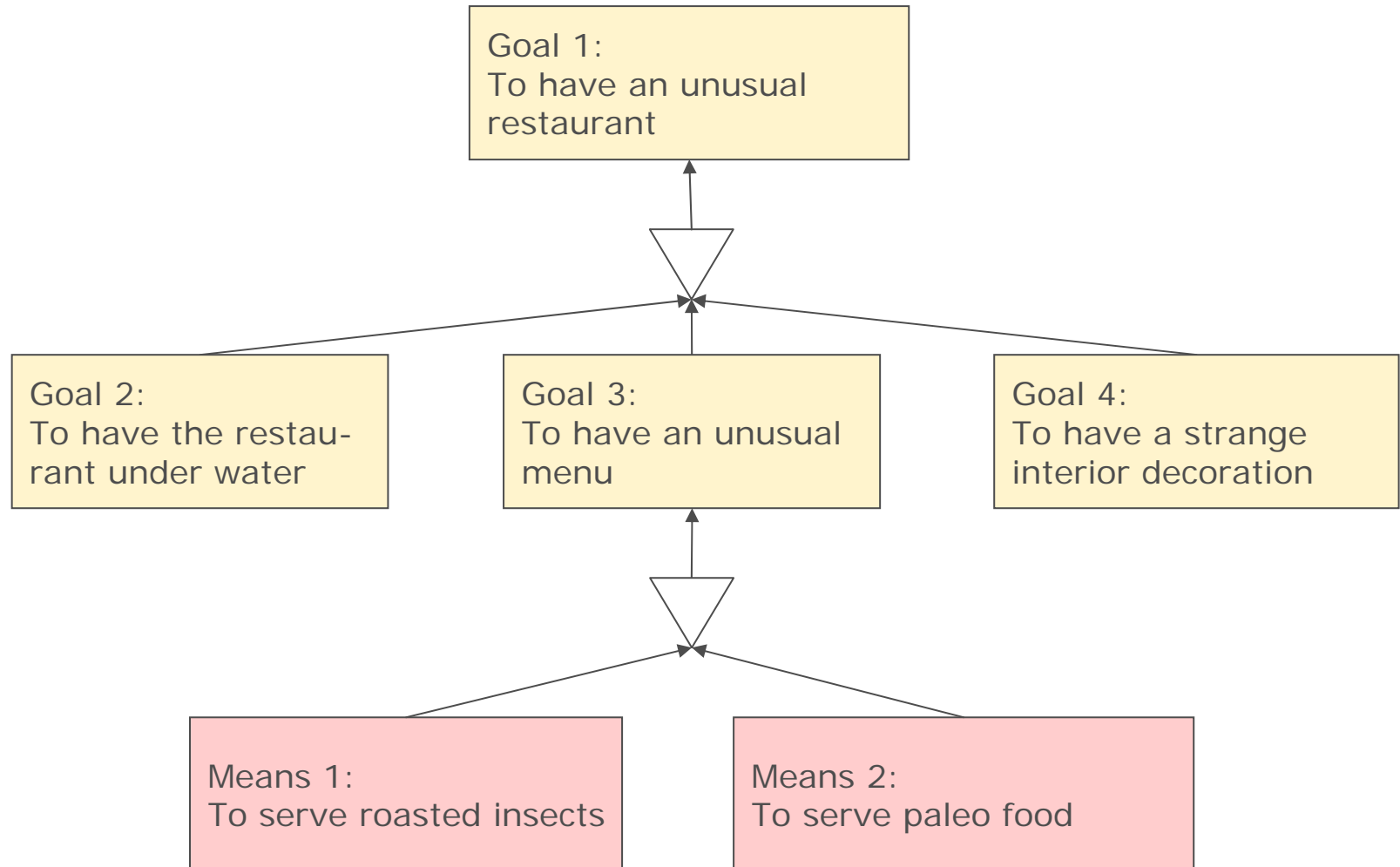
Goal Decomposition - And

AND-decomposition



Goal Decomposition - Or

OR-decomposition



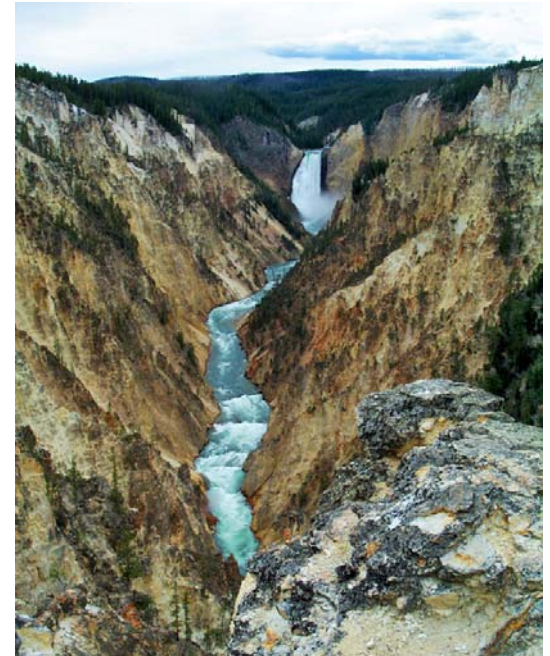
Types of Influencers

■ External influencers

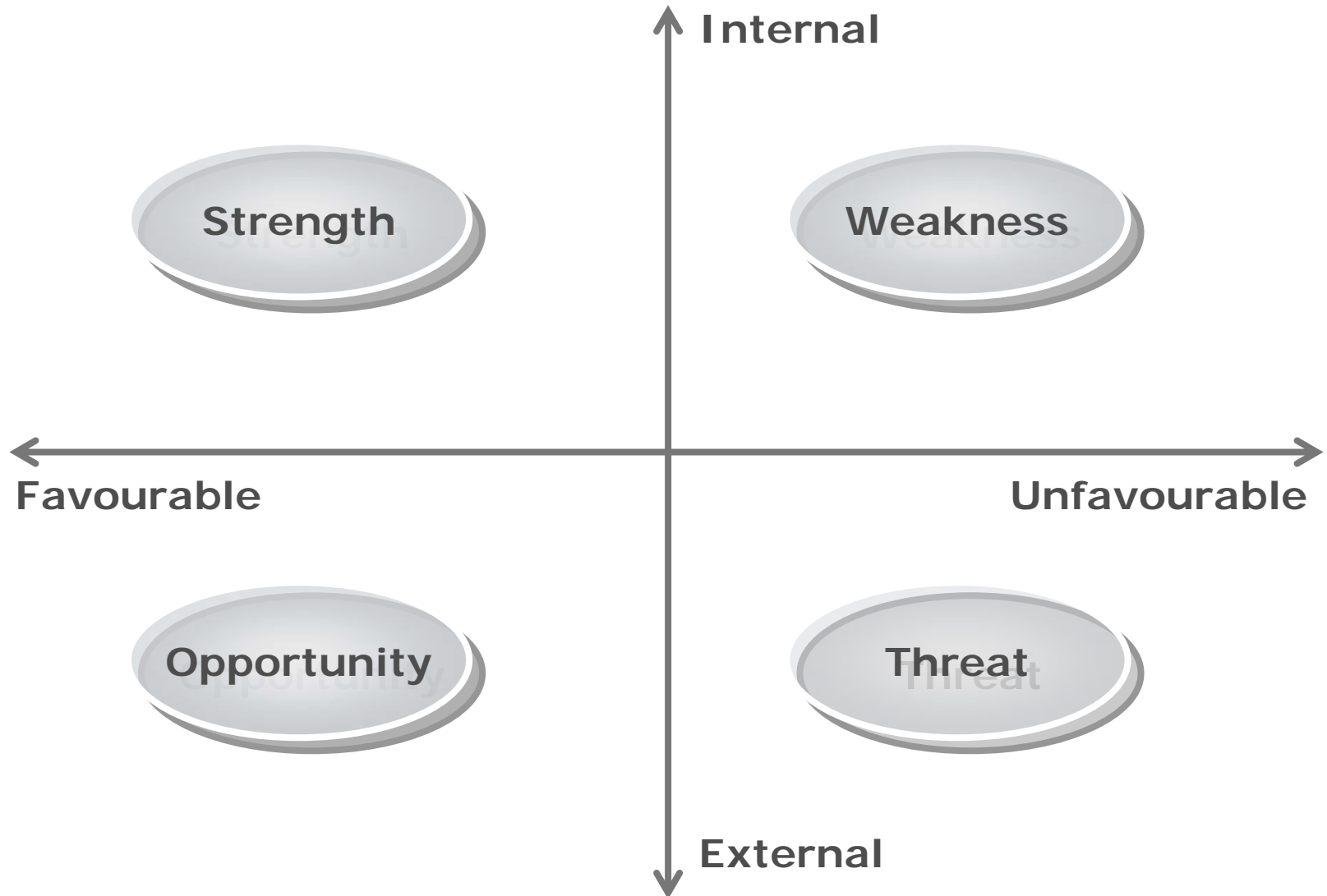
- Competitor
- Customer
- Regulation
- Technology

■ Internal influencers

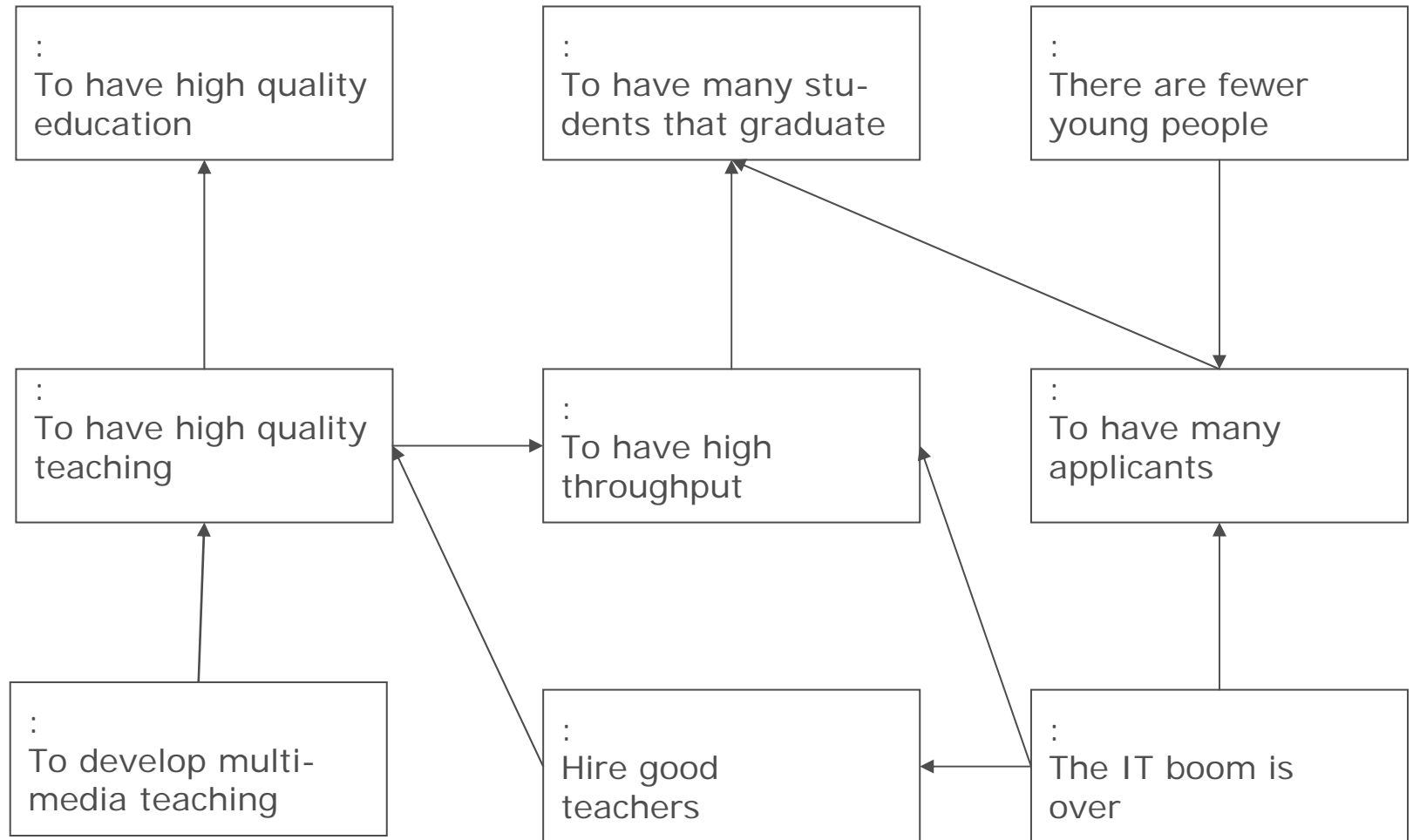
- Habit
- Infrastructure
- Resource



Types of Assessments



An Exercise



Goal or Means?

GOAL

- A desired state
- Something that the organisation only partially can influence

MEANS

- A course of action, an instrument or method
- Something that the organisation essentially can control

High profit

Goal: To have a profit of 10 million euros

Market campaign

Means: To launch a market campaign in North America

Qualified personnel

Goal: To have qualified personnel

An Exercise

Per runs a campaign for president. His main opponent is Eva. Construct a goal model for the following. Note that you need to determine how each item should be modelled – as a goal, means, or influencer.

- Victory in the election
- Support from EU supporters
- Support from EU critics
- Denigration of the opponent
- Per has misused credit cards
- Eva has misused credit cards
- Many TV commercials
- Large campaign budget
- Financial support from big business
- Image as independent
- Image as trustworthy

More on Goals in BMM



An image of what the organisation wants to be or become

Be the city's favourite pizzeria

A desired future state or condition – more focused and narrow than a vision

To deliver pizzas in an expedient amount of time

An attainable, time-targeted, and measurable target

On January 1, 2008, 99% on-time pizza delivery

More on Means in BMM

