# GOSPA

# Goals Objectives Strategies Plans Activities

# Methodology

GOSPA is a business planning and management methodology that aligns actions within an organization. GOSPA planning:

1. Provides a methodology for agreeing and documenting a corporate and or departmental business plan.
2. Establishes a process for cascading corporate goals throughout the organization.
3. Enables management to monitor progress against goals, objectives, strategies plans and actions.

A GOAL is something we aim to achieve – an end result. Our goals are our motivation.

Examples: Achieve a $1B market cap, customer loyalty, SME leadership

An OBJECTIVE is a deliverable; it is measurable within a time frame. Objectives support goals.

 Examples: Achieve a $100M bookings run rate by Q4 2012, 85% renewal rates

A STRATEGY is how we are going to achieve our goals, what we should do. Strategies support objectives.

Examples: Maintain 50% growth for mid-market business, acquire additional upsell features/products, add enterprise business (IBM as partner), add enterprise service business

PLANS are specific elements of the strategy. They are what we going to do in the short term to move the strategy on. Plans support strategies.

Examples: do 4 quarter rolling forecast within a 3 year strategic roadmap, create a common framework in which to evaluate business decisions at all management levels, develop a common set of metrics defining that framework.

ACTIONS are day to day activities and are specific details of a plan. Actions support plans.

Examples: determine costs of marketing programs for next two quarters, complete first pass of lead to cash, etc.