

## Organizational Goals - Example

Discovering "currency" at all levels of the organization allows needs to be translated into requirements and indicators that are aligned and work together.

In this example, market share is being lost because customers are no longer tolerating large lead times. Lead times are large due to "ease of work" limitations at the working level. Work is not easy at the working level because required supplies and equipment are scarce and there are many cumbersome setups and handoffs.

### Overall Need

"Stop Losing Market Share"
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<u>Level</u>	<u>Requirements</u>	<u>Relevant Indicators</u>
<i>Executive</i>	Improve market position	Market Share
		Customer Loyalty
<i>Management</i>	Be faster	Lower Turn Around
		Shorter Backlog
	Maintain integrity	Quality
		Reputation
	Invest in capability	Skills
		Equipment
<i>Working</i>	Improve ease of work	Organize supplies and equipment
		Reduce handoffs
		Errorproof setups

