

Objectives

08/07/2023 9:15 am CDT

Overview

Articulating and communicating Vision and Objectives is key to a successful Transformation. These elements build a compelling purpose for change, and are typically created as part of the [Leadership Workshop](#). They are often then refined and a communication plan crafted by the [Agile Leadership Team \(ALT\)](#)

Key User Interface Elements

Vision

Inspire people to act – with passion and purpose – to achieve a bold, aspirational opportunity. Build momentum that excites people to pursue a compelling (and clear) vision of the future... together.

[John Kotter](#)

A vision, with a sense of urgency, will focus and provide clarity of mission for the transformation. P2ANav provides a way to capture and communicate that vision:

Vision

Capture your vision for change and any stated objectives for the change.

Normal • **B** *I* U 🔗 ☰ ☰ *I*_x

Save

Objectives: Business Outcomes

Clarify how the future will be different from the past and get buy-in for how you can make that future a reality through initiatives linked directly to the vision. [John Kotter](#).

The [leadership team](#) uses Path to Agility to identify and prioritize business outcomes that are best suited to their organization's needs and goals.

Launching a Poll

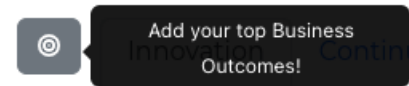
A Business Outcomes poll is launched from the Objectives screen. Path to Agility provides nine common business outcomes, based on many years of experience, that provide a starting point for alignment.



For detailed instructions, see [Facilitating a Poll](#)

Manually Prioritizing Business Outcome

Optionally, you can manually add the top business outcomes for the organization by clicking the target button:



On the resulting pop-up, click to highlight the desired outcomes and then click Submit.

The screenshot shows a "Business Outcomes" selection pop-up window. It contains a 3x3 grid of outcome cards. Each card has a title, a description, and a "Path to Agility" logo. The "Employee Engagement" and "Continuous Improvement" cards are highlighted with a blue border. At the bottom right, there are "Cancel" and "Submit" buttons.

Employee Engagement	Customer Satisfaction	Quality
Employees are more satisfied in their work, willing to go the extra mile, passionate about the purpose of their jobs, and committed to the organization.	Customers are satisfied with the experience, benefits, and outcomes when using your product or service.	The product or service meets the expectations of the market for usability, reliability, etc.
Speed	Predictability	Innovation
The time it takes to deliver an idea into the market.	Teams maintain a predictable cadence of delivery enabling the organization to make informed business decisions.	New ideas, creative thoughts, or novel imaginations provide better solutions to meet new requirements, unarticulated needs, or known market needs.
Market Responsiveness	Productivity	Continuous Improvement
The ability of the organization to pivot quickly to respond to ever-changing market demands.	Increase the business value realized while maintaining or reducing costs.	The ability of the organization to relentlessly pursue optimizations in all aspects of business functions.

Both methods, poll or manual, will result in the selected business outcomes being displayed at the top of the Organization map:



Measures

Clear business outcomes with measurable success criteria support a cohesive compelling purpose for change.

We are currently rebuilding P2ANav's measurement feature.

