



# Strategy Map

Based on best practice Enterprise Modelling & Architecture principles

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## Introduction

Strategy is a complex subject that interlinks with multiple components within the organization. In order to better capture and document all of the objects, Strategy is built as a map. The Strategy Map is an accurate list and representation of decomposed and/or composed objects. A map is often represented in the form of a simple list or a chart laid out in columns in either a document or a spreadsheet. It's appearance ranges from that of a single list of one object or that of multiple objects across multiple rows within one or more (specific) columns.

The purpose of constructing an Strategy Map is to build an inventory or indexed list of objects that are to be either decomposed or composed for later usage within the business layer, information layer and/or technology layer of an enterprise. It is a powerful yet simple to use tool that allows the practitioner to document large amounts of information in a structured and coherent way.

## Strategy Map

The Strategy Map provides you with a detailed overview of identified strategies (each identified with a unique name and ID number), value indicators (CSFs), strategic business objectives (SBOs), objectives, organizational units, organizational areas and/or groups, service areas and groups as well as process areas and groups.

### How to use the Strategy Map

Identify and capture the strategies, value indicators, strategic business objectives, objectives, organizational units, organizational areas and groups, service areas and groups as well as process areas and groups.

*For example:*

1. A strategy may have multiple yet specific associations with value indicators, strategic business objectives, objectives, organizational units, organizational areas and groups, service areas and groups as well as process areas and groups.
2. Multiple strategies may have an association to any single specific value indicators, strategic business objectives, objectives, organizational units, organizational areas and groups, service areas and groups as well as process areas and groups.

Why				Where			
Strategy #	Value Indicator	Strategic Business Objective	Objective (plan, forecast, budget, etc.)	Organizational Unit	Organizational Area/Group	Service Area/Group	Process Area/Group
#							
#							
#							

Table 1: Strategy Map.

Please note that the objects we have listed here are the most typical objects that are commonly used within a Strategy Map, but there may be more (or fewer) relevant objects that are used within your organization. If that is the case, feel free to either add new ones, or remove any objects that are not relevant, or are otherwise unimportant, for this particular map.

Also note that the objects might have a different name in your organization, so make sure to adapt the objects of this artefact so that it fits to the taxonomy of your organization.

The objects involved with a Strategy Map is shown in Table 2.







Objects used with a Strategy Map		
Notation	Name	Description
	Strategy (SBO)	The direction and ends to which the enterprise seeks as well as the means and methods by which the ends will be attained.
	Objective	The purpose or target of one's efforts or actions.
	Measure (Value Indicator/CSF)	Any type of measurement used to gauge some quantifiable component of an enterprise's performance.
	Organization (units, areas and/or groups)	An arrangement or formation of resources that has a set of collective goals.
	Business Service (service area and/or group)	The externally visible [logical] deed or effort performed to satisfy a need or to fulfill a demand that is meaningful to the [business] environment.
	Business Process (process area and/or group)	A set of structured activities or tasks with logical behaviour that produce a specific service or product.

Table 2: Objects typically associated with a Strategy Map.

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