

OGSM-model

Definition

The OGSM-model is a strategic planning [framework](#).

Note

- OGSM stands for Objective-Goal-Strategy-Metric.
- Het OGSM-model ensures that objectives are linked to goals and actions.
- In the OGSM-model, an objective is long term and qualitative (words) and a goal short- to medium term and qualitative (numbers). In mainstream opinion, this is reversed.

Relations

| | | |
|------------|----------------------------|--|
| OGSM-model | is child of | framework |
| OGSM-model | consists of | objectives |
| OGSM-model | consists of | goals |
| OGSM-model | consists of | strategies |
| OGSM-model | consists of | measures |
| OGSM-model | consists of | action |
| OGSM-model | can be used to implement a | data management system |
| OGSM-model | can be used to implement a | data quality management system |

Reference

- OGSM Model (2023): How-to & Examples [+ Template]. Gust de Backer. (n.d.). Retrieved March 24, 2023 from <https://gustdebacker.com/ogsm-model/>.
- <https://en.wikipedia.org/wiki/OGSM>

All

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Last update: **2024/03/24 16:39**