

OGSM-model

Definition

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

Note

- OGSM stands for Objective-Goal-Strategy-Metric.
- Het OGSM-model ensures that long-term objectives are linked to short- to medium term 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

- The OGSM-model is subtype of [framework](#).
- The OGSM-model consists of [objectives](#), [goals](#), [strategies](#), [measures](#) and [action](#).

Reference

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

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