

# 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 subtype of              | <a href="#">framework</a>                      |
| OGSM-model | consists of                | <a href="#">objectives</a>                     |
| OGSM-model | consists of                | <a href="#">goals</a>                          |
| OGSM-model | consists of                | <a href="#">strategies</a>                     |
| OGSM-model | consists of                | <a href="#">measures</a>                       |
| OGSM-model | consists of                | <a href="#">action</a>                         |
| OGSM-model | can be used to implement a | <a href="#">data management system</a>         |
| OGSM-model | can be used to implement a | <a href="#">data quality management system</a> |

## 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>

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