

# 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	<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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