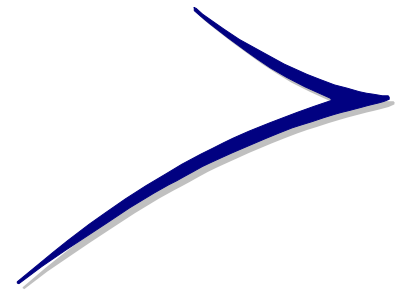


GoalFX



**a performance management tool
to help cascade objectives**

June 2004

Effective Goals

What is it?

GoalFX is a database tool to help you set business objectives and cascade them effectively through each level of your organisation.

It provides a consistent and logical structure within which teams (or individuals) can clarify their core purpose and future vision, and set measurable goals that match organisational priorities.

At a glance managers can check how their change strategy is being translated into action plans.

Why was it developed?

GoalFX was designed for managers who need to keep track of the flow of goals through organisational layers.

Rowanhill Consultants are specialists in analysing organisational performance and learning.

In our work designing and supporting performance management systems, our clients frequently highlighted the value of a tool to help them structure and track their goal-setting processes.

The database design is highly flexible, giving you the facility to use your own models, likelihood factors, and scoring ratios. It has a simple user interface, and provides clear outputs.

On what is it based?

GoalFX uses tried and tested techniques to clarify and simplify goal-setting - and applies standard risk management principles to goal analysis and prioritisation.

The underlying model was developed by Rowanhill in 1995 to support business performance benchmarking.

It is based on the premise that performance measures must be firmly rooted in organisations' own core objectives and stakeholder needs, not an arbitrary model of excellence.

GoalFX uses 8 generic stakeholder types, each with a different focus on what constitutes good performance.

By forcing review against different focus types, the approach ensures that business goals and performance measures reflect a balanced range of interests, not just the 'bottom-line'.

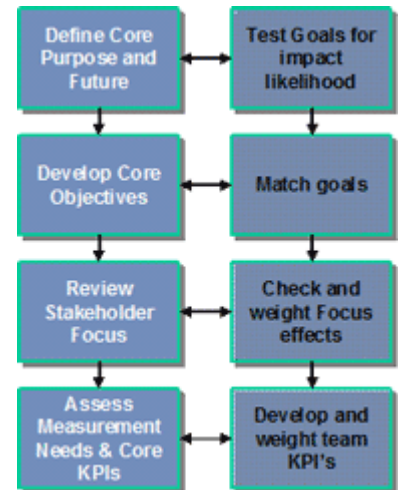
How does it work?

GoalFX is a database application running under Microsoft Access 2002. It comes complete with a licensed 'runtime' version of Access 2002, an installation program, and manuals.

It shares its back-end database with the TrakFX performance measurement system to avoid data duplication.

What does it do?

GoalFX helps each team through a structured process to:



Clear reports enable managers to check that teams below them (including indirect reports) reflect key business aims, and set high-impact objectives that contribute to the overall change strategy.

What are the benefits?

The **GoalFX** process transforms the way teams look at organisational performance. It helps provide:

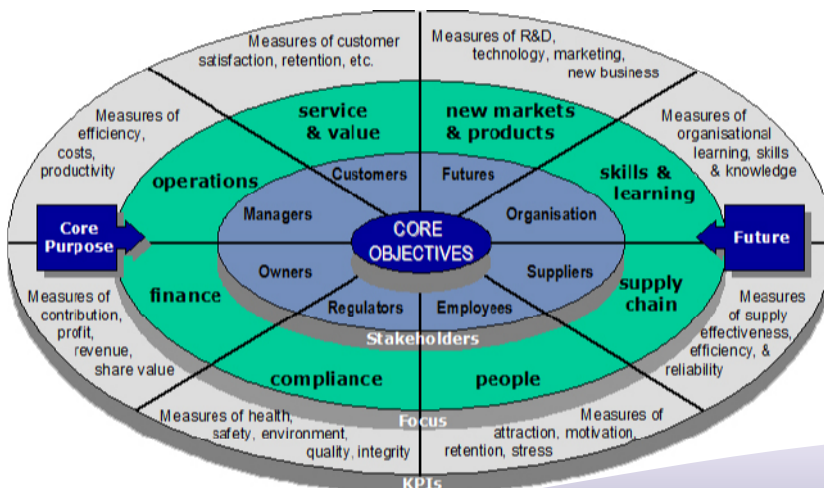
- a common goal-setting system
- a clear mandate from the top and clear accountability for results
- consistency in decision-making and priority-setting
- a clear cascade of objectives through the organisation
- reduction of conflict in goals between teams and levels.

Find out more

For more information about risk-based performance management and learning strategies, contact us on:



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