

Working with companies across multiple sectors including services, manufacturing, pharmaceutical, and environmental, Ardbrin have developed a five stage model to explain how optimum an organisation's goal processes are and what defines an optimised goals process. The model is used as part of Ardbrin's Goals Approach to help companies understand how optimising their goals process can improve strategic execution, meet stretch goals, integrate new acquisitions, engage employees and improve corporate agility.

## WHAT IS AN OPTIMISED GOALS PROCESS?



### HOW CAN ARDBRIN HELP YOU?

- Address poor strategic execution
- Meet stretch goals
- Integrate new acquisitions
- Engage younger/mobile workforce
- Improve Corporate Agility

### WHAT'S OUR APPROACH?

- Step 1. Challenge the efficacy of your goals
- Step 2. Design an optimum, goal-oriented culture
- Step 3. Align goals across business units, teams & individuals
- Step 4. Engage organisation in day-to-day delivery of goals
- Step 5. Analyse achievement and successful behaviours

Steps 1 & 2 of our approach allows us to evaluate your current goals process against our model and agree an improved optimum process. Our Goals Transformation Approach is not a one-off project nor a software-driven initiative. It is driven by strategy, delivered through changed behaviour and facilitated by technology.

For more information on our *Optimised Goals Approach* please contact [gfuscuardi@ardbrin.com](mailto:gfuscuardi@ardbrin.com)

Ardbrin specialise in innovative performance technology and support services which enable enterprises to align, focus and engage employees by managing, influencing and analysing behaviour around corporate goals. For more information visit [www.ardbrin.com](http://www.ardbrin.com) or contact us on +44 28 9099 8535.