

Thematic Goal Model

In defining a Thematic Goal, we need to pay attention to a number of things:

- 1 Identifying **the RIGHT Thematic Goal** will make all the difference in moving the organization forward

1 Our Thematic Goal



Drive More Traffic to Our Website in the Next 6-9 Months

- 2 Identify the Defining Objectives related to the Goal - tracking accomplishment of each in service of the Goal

- 3 Identify the Standard Operating Objectives that the organization must make sure to continue during achievement of the Goal

2 Defining Objectives

Redesign the Website

Add more info links

Optimize Google Rankings

Decrease Glitches

Create more Memorable Content

3 Standard Operating Objectives

Revenue

Expenses

Customer Satisfaction

