

# Strategic Planning Tool: The Goals Grid

## Setting Goals and Objectives

There are four basic categories of goals and objectives: Achieve, Avoid, Preserve, Eliminate. This grid can be used as a framework for generating goals and objectives.

## From a strategic perspective:

Here are two separate questions that could be used for this purpose.

- What is it we want and don't have? (Achieve)
- What is it we have and want to keep? (Preserve)
- What is it we don't have and don't want? (Avoid)
- What is it we have and don't want? (Eliminate)

- What do we want to achieve?
- What do we want to preserve?
- What do we want to avoid?
- What do we want to eliminate?

No  
Do we have it?  
Yes

Achieve	Avoid
Preserve	Eliminate

Yes Do we want it? No

## Clarifying Goals and Objectives

The structure of the Goals Grid can be used to formulate a set of questions useful for clarifying the goals and objectives of your reorganization of your department or company.

- As a result of the reorganization, what do we hope to achieve?
- In the course of the reorganizing, what might we preserve?
- In the course of reorganizing, what do we want to make sure we avoid?
- What, if anything, are we hoping the reorganization will eliminate?

Key Point: You are not bound to these questions. The ease and use of the Goals Grid is adaptable to fit your circumstances

## Analyzing Goals and Objectives

A third use of the Goals Grid is to check on the comprehensiveness and the distribution of a given set of goals and objectives. You can assign each objective to the appropriate quadrant. When finished, you have a visual array of goals and objectives which you can search for patterns.

## Making Use of the Goals Grid

Finally, you can use this framework alone or in a group setting. It can be used to facilitate discussion and to record and communicate the results of such discussions.