

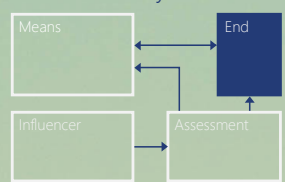
Business Motivation  
Model Explained:  
The Ends (Vision  
and Desired Results)

The Business Motivational Model provides a scheme or structure for developing, communicating and managing business plans in an organized manner.

## THE ENDS (VISION & DESIRED RESULTS)

In the BMM, an End refers to a future state in which the organization wishes to find itself; ends constitute targets it is striving to reach. Ends have three different levels:

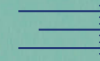
### Poster Series Key



## THE VISION

Is a simple and succinct statement of what the enterprise considers itself to be, or desires to be at some point in the future. In order to achieve the vision...

The goals and objectives the enterprise sets for itself must align with the vision.



Otherwise, great costs may be incurred by the organization (bad investments, misallocation of people, misuse of resources etc.), as different departments and initiatives keep contradicting themselves.

THE OTHER TWO TYPES OF ENDS CAN BE THOUGHT OF AS DESIRED RESULTS:

### THE FIRST TYPE GOALS



Goals are states the business needs to either maintain or meet in the medium to long term. Here are some examples:

"To be one of the top five retailers in the country"

or

"To become listed on the stock market"

### THE SECOND TYPE OBJECTIVES

On the other hand there are measurable, time-targeted actions that a company can take in order to reach its goal(s).

For instance, these may be:

"To increase market share in Ireland by 9% by the end of Q3"

or

"To increase sales in India by 45% this financial year"

or

"To enter two new European markets this quarter"

etc

Required or expected values of key performance indicators are recorded as objectives, but this doesn't mean every objective is automatically based on KPIs.

The desired results are supported by whatever progress management system the organization has in place.



AGAIN, IT IS RECOMMENDED  
THE BMM ENTRY FOR A DESIRED  
RESULT LINKS TO THE DETAIL  
THAT SUPPORTS IT, AND DOESN'T  
CONTAIN THE DETAIL ITSELF.