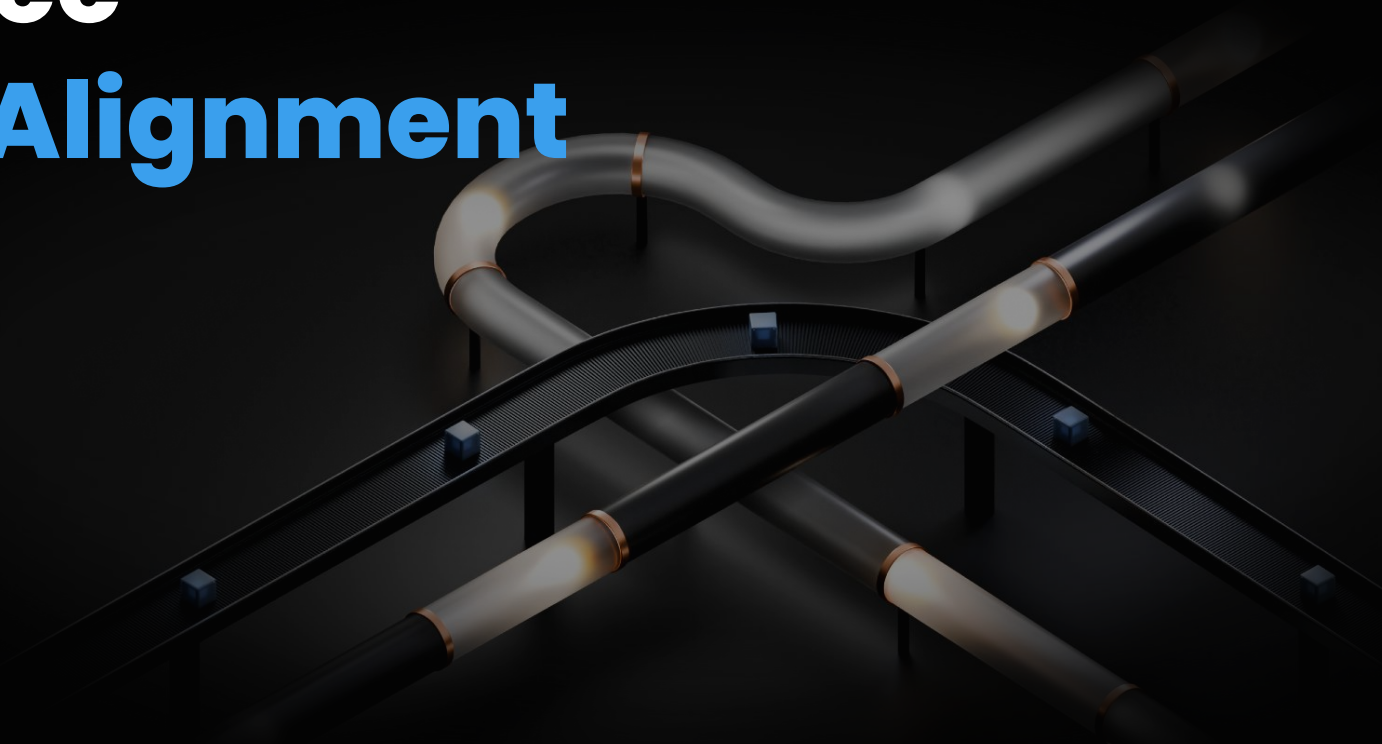


Goal Tree

Metric Alignment



The Structure of a Goal Tree

Company Goal / BHAG

Business Unit Goals

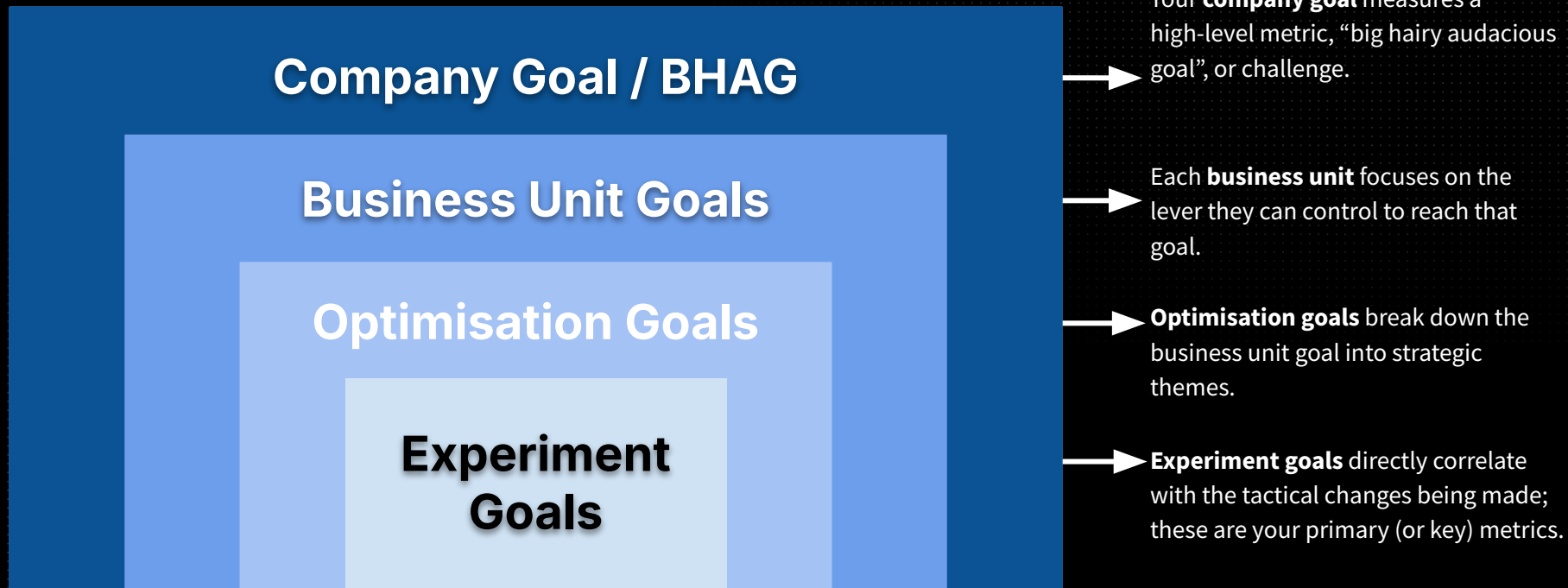
Optimisation Goals

**Experiment
Goals**

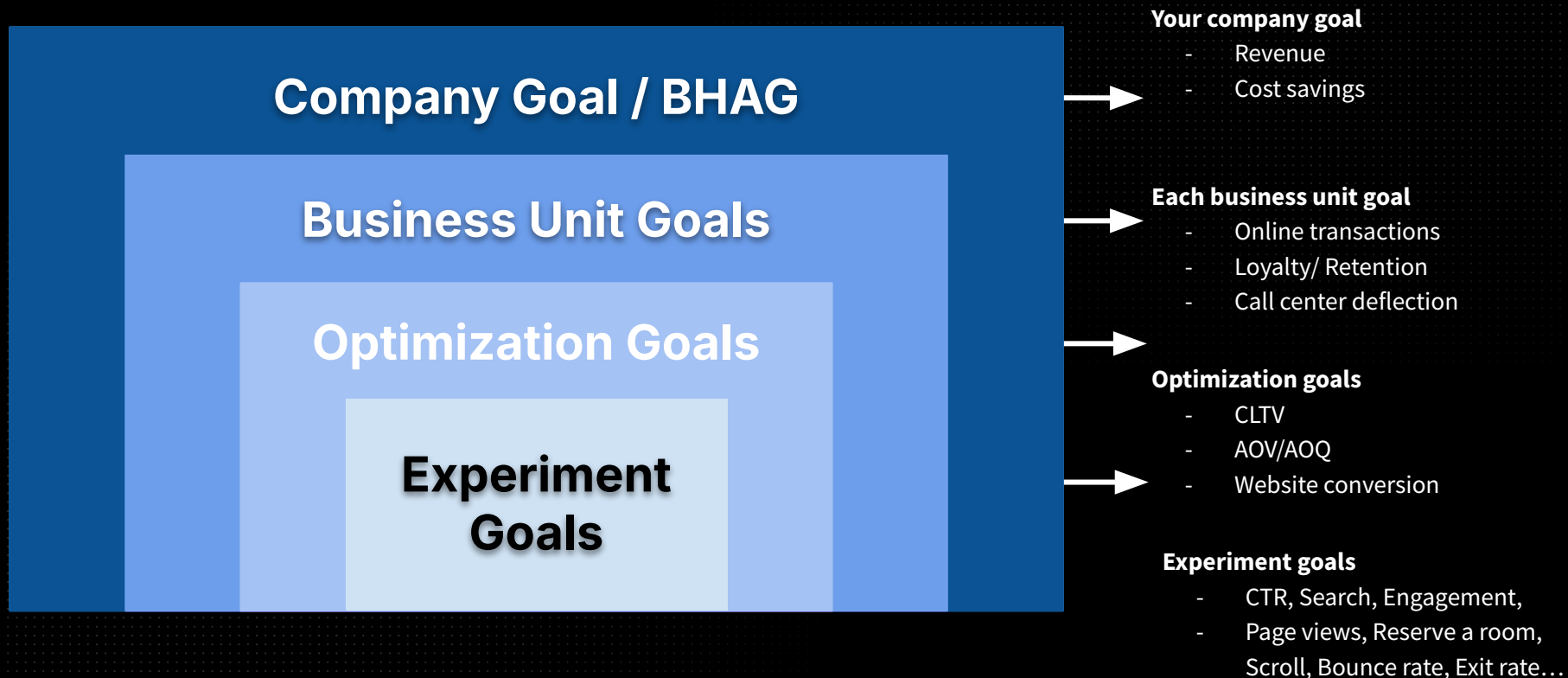
Goal trees facilitate alignment across different functions and roles in your organisation

They empower teams to make small, directional changes, that visually roll up to the larger company goal

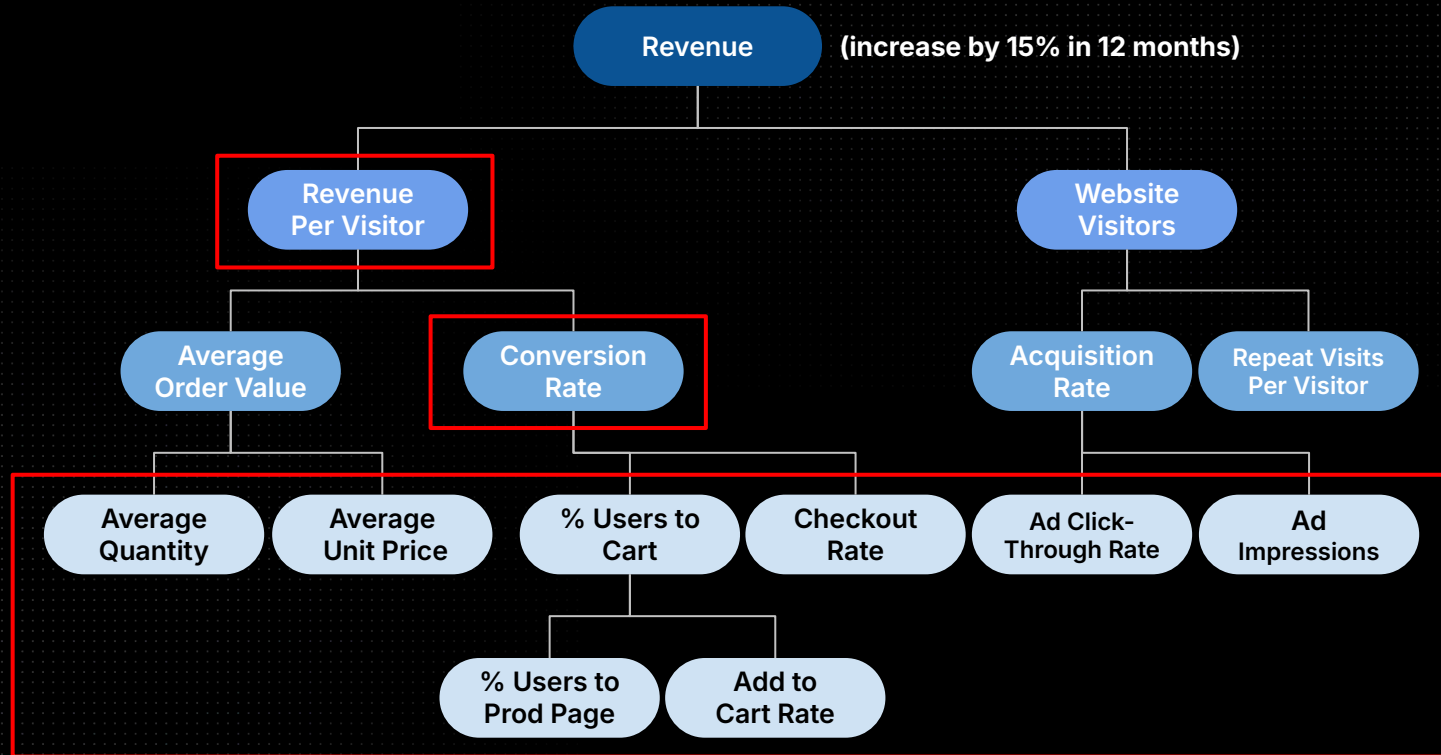
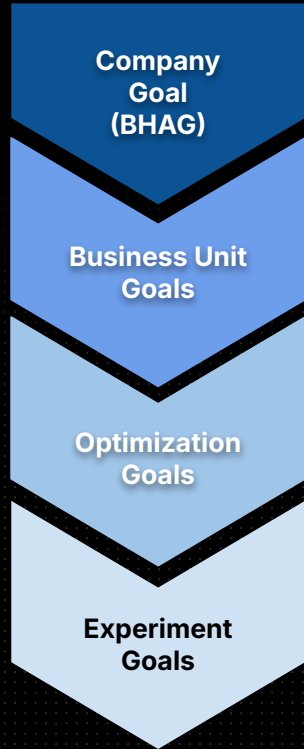
The Structure of a Goal Tree



The Structure of a Goal Tree



Goal Tree Template



Goals

Strategies

Tactics

