

Gartner Strategy Score

Sample report excerpt

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Meet Gartner Strategy Score

Introduction to Gartner Strategy Score

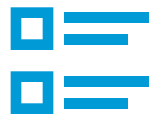
Functional leaders use Gartner Strategy Score to measure the maturity of their function in key activities, prioritize areas of improvement and plot the function's path to improvement. This is an excerpt from a full report, which provides detail on a wide range of functional activities. Gartner Strategy Score covers **23** functional activities across **6** functional objectives.

Here's how it works



1. Measure the performance of the function in terms of:

- **Maturity.** We ask a series of yes/no questions about how your function approaches and executes each one of a range of key activities and objectives specific to your function.
- **Importance.** We ask you to indicate how important each of those activities is for your function to meet its enterprise objectives.



2. Prioritize.

- **See your maturity levels at a glance.** On a simple bar graph, we plot the maturity level of each activity and its importance — and you get your first glimpse of where maturity and importance aren't aligned. For example, your function may be highly mature in activities that aren't very important to driving business priorities or highly immature in activities that are.
- **See your priorities in rank order,** based on those gaps between maturity and importance. Immediately you can see what should be your highest priorities for improvement if your function is to drive business goals effectively. You also see which activities need less attention.

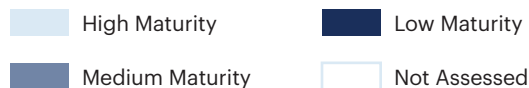
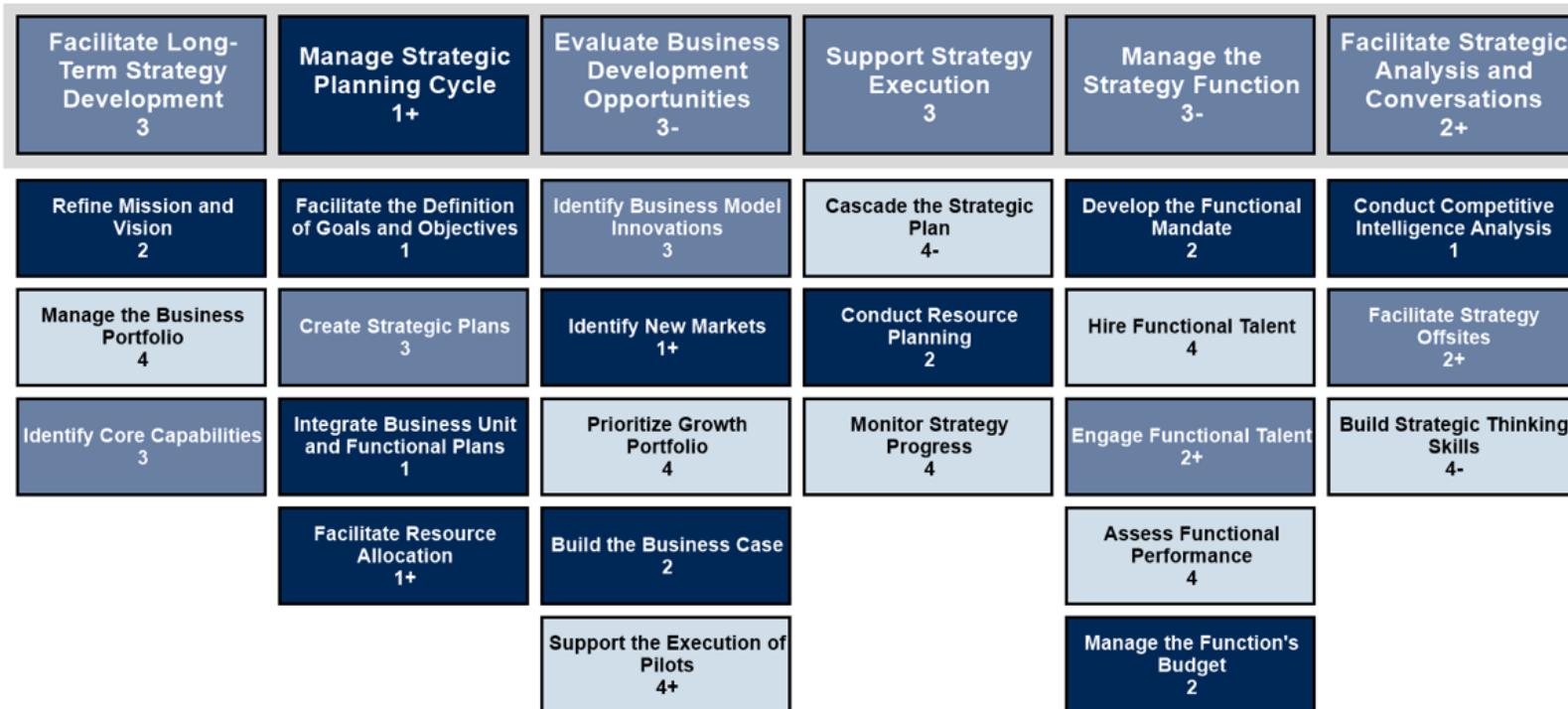


- #### 3. Improve.
- We provide you with steps to take on your path to improvement in whatever activities the data shows to be the biggest significant opportunities for improvement.
- **“A Pathway to Maturity”** lists action steps required to reach the next level in each specific activity.
 - **Recommended related resources** provide associated insights. In some cases, a Gartner advisor delivers the report and helps with prioritization and action planning.

Read on for more insights and recommendations you might receive on an individual activity. A complete report shows you the current status and improvement path for all activities and objectives in your function.

How mature are your functional activities?

Gartner Strategy Score benchmarks your self-assessment to provide you with a current maturity score by activity.

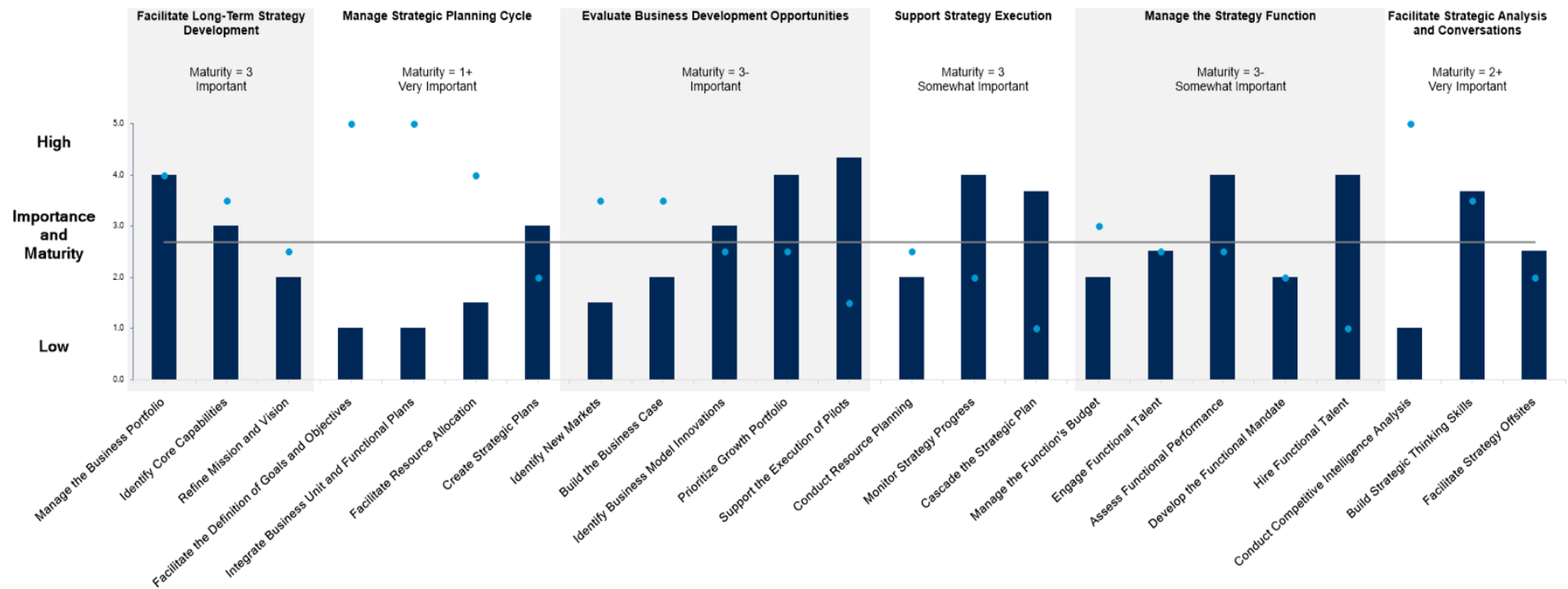


Maturity: Measured on a scale ranging from 1 (Low) to 5 (High), maturity measures how advanced an organization's development is in a functional activity relative to Gartner's best practice research. Maturity scores are refined with a (+) or (-) to indicate intermediate levels of maturity.

The set of activities as mapped here is subject to change.

How do maturity and importance compare?

Gartner Strategy Score plots your benchmarked maturity score against the importance you assign to that activity in terms of its criticality for your function to meet enterprise business objectives.



Select Findings

Lowest Maturity

- Conduct Competitive Intelligence Analysis
- Integrate Business Unit and Functional Plans
- Facilitate the Definition of Goals and Objectives
- Identify New Markets

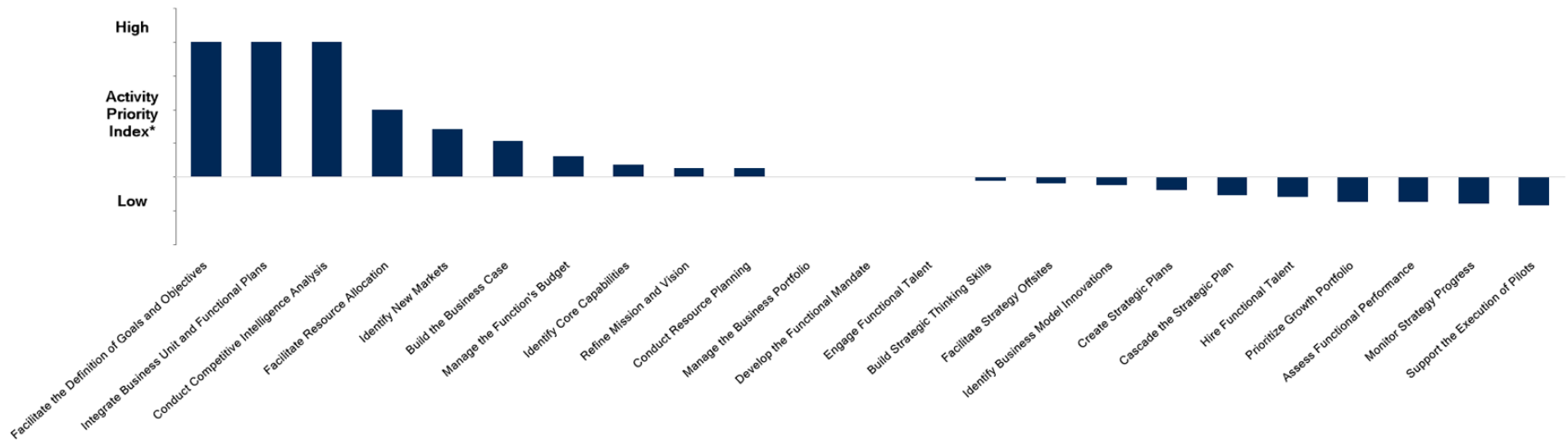
Highest Importance

- Facilitate the Definition of Goals and Objectives
- Integrate Business Unit and Functional Plans
- Conduct Competitive Intelligence Analysis
- Manage the Business Portfolio

What are the high-priority areas for your function?

Gartner Strategy Score rank-orders your improvement priorities, based on the gap between maturity and importance. The Activity Priority Index (API) identifies where the function is less mature in activities of greater importance. A higher API score indicates a greater priority to the organization.

The Activity Priority Index identifies where the function is less mature in activities of greater importance.



Highest Priority

- Facilitate the Definition of Goals and Objectives
- Integrate Business Unit and Functional Plans
- Conduct Competitive Intelligence Analysis

Lowest Priority

- Support the Execution of Pilots
- Monitor Strategy Progress
- Assess Functional Performance and more activities

High-priority area: Facilitate the Definition of Goals and Objectives

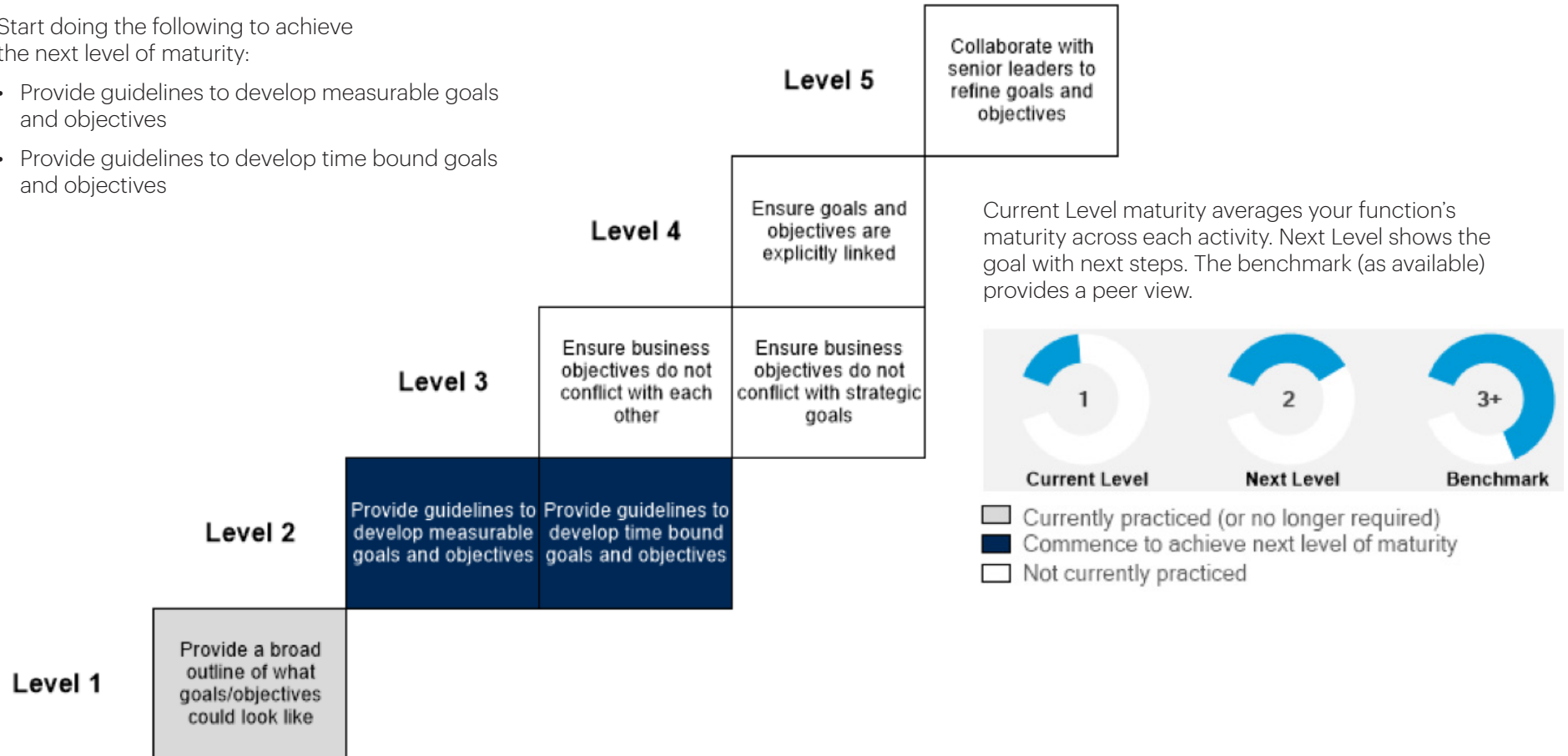
How the Strategy function helps the organization to establish strategic goals and discrete and measurable milestones that describe how a specific goal will be accomplished.

Gartner Strategy Score provides next steps for each individual activity, based on current and desired state.

Path to Maturity

Start doing the following to achieve the next level of maturity:

- Provide guidelines to develop measurable goals and objectives
- Provide guidelines to develop time bound goals and objectives



Facilitate the Definition of Goals and Objectives

Sample recommended resources

Featured resources

Ignition Guide to Executive Goal Alignment

Use this toolkit to align executive goals with overall corporate strategy and enterprise goals.

Seagate's Goal Alignment Workshops

Review this case study to learn how to align goals across functions and silos.

Lennox's Digital Sufficiency Tests

Read this case study to learn how to ensure that goals and objectives are fully resourced to improve odds of success.

Strategic Plan Template Library

Download templates to articulate goals that are clear, measurable, and achievable.

Note: Some documents may not be available as part of your current Gartner subscription.

Learn how you can use Gartner Strategy Score to evaluate your functional maturity and priorities.

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