

EXPLORE PHASE / Solo Activity

Strategy Map

Understand the business impact of your architectural work by mapping project goals to the company's strategic goals.

Why to use a Strategy Map

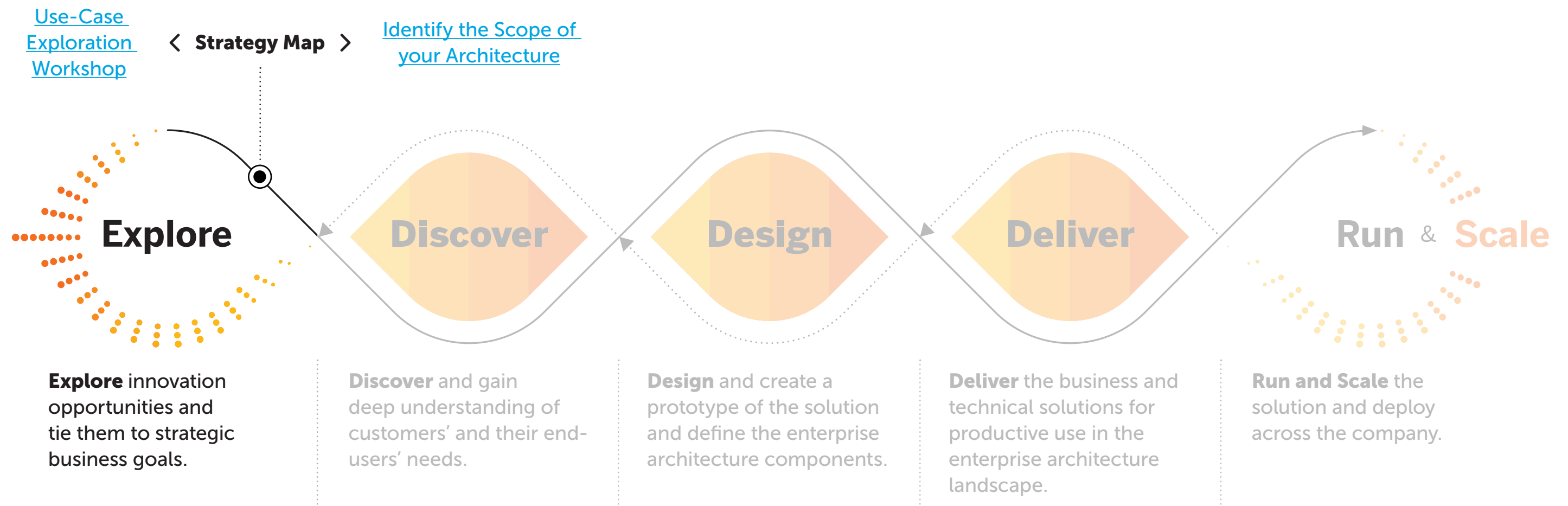
A Strategy Map is a graphical representation of the organization's goals and objectives. It visualizes the strategic intentions of the organization and decomposes them into related drivers, goals and objectives.

The Strategy Map provides context for your architecture work.

Explore

When to use a Strategy Map

We use a Strategy Map during the Explore Phase to articulate how the proposed project would contribute to company's strategy and its goals. This helps the technical team to lay the groundwork for the Statement of Architecture Work.



Lear more about SAP's Human-Centered Approach to Innovation: <https://experience.sap.com/designservices/approach>

How to use a Strategy Map



Duration
Approx. 30–90 minutes



Participation
Solo



Roles
**Business Lead,
Architect**



Use input from

- **Company's vision and strategy documents.**
- [Use-Case Exploration Workshop](#)

Steps

1

Note the vision (purpose) of the company. This can be found in your company vision or mission statement.

2

Document external or internal drivers that motivate the company to define its goals. Think about external factors such as market conditions or stakeholder demands. There might be more than one driver for the company or organization.

3

Document the corporate goals that influence the direction where the company is heading.

4

Add strategic goals, which are specific goals the company or departments of the company want to achieve. Every strategic goal has associated objectives that are specific, measurable and time bound.

5

Finally, add existing projects or activities that support a strategic goal.

Expert Tips

Driver: An external or internal condition that motivates the organization to define its goals, such as customer and market behavior, competitive forces, legislation, etc.

Goal: A formulation of a (strategic) intention or (strategic) direction of the organization.

Objective: A Specific, Measurable, Attainable, Realizable and Time bounded (S.M.A.R.T.) formulation of a (strategic) goal, motivates the requirements for a Capability. Depending on your initial understanding of the problem domain and the details you got from the request of architectural work, you might already be in the position to clearly identify strategic goals and objectives that are specifically supported by your architectural work.

Example Strategy Map

Vision

Create world-changing technology that enriches people’s lives.

Driver

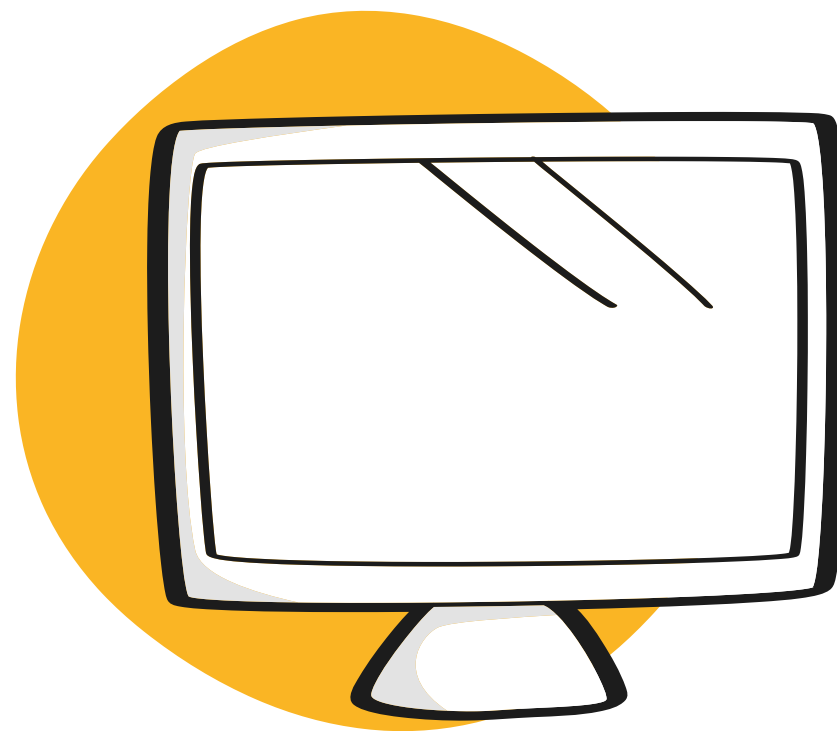
Unleash the potential of artificial intelligence by reliable, scalable, trusted data processing inspired by quantum computing.

Corporate Goal

Global market leader in technology optimized for machine learning algorithms.

Strategic Goals	Fast and effective approval of business initiatives and research & development projects to support massive growth as well as innovation and adaptability	Engineer solutions for our customers’ success with reliable, cloud-to-edge computing inspired by quantum technology	Provide new digital services supporting AI as a service	Sell digital services to customers via a marketplace. Offer API Hub to consume services
Objectives	<ul style="list-style-type: none">Reduce average time of approval from 25+ days to 2 daysAutomatic processing of at least 25% of requests with confidence	<ul style="list-style-type: none">Improve training speed of massive data sets by 75% until 2022Reduce power consumption by 50% until 2022	Offer AI based services via APIs out of own data centers	A marketplace will be created to so sell services to stakeholders
Projects & Initiatives	<ul style="list-style-type: none">Global Growth Initiative 2025	<ul style="list-style-type: none">Quantum Flagship Initiative	<ul style="list-style-type: none">Digital Agenda 2023Data Center Strategy	<ul style="list-style-type: none">Digital Agenda 2023Project STELLAR



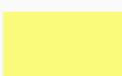
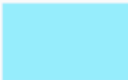
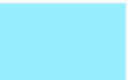
Get started with the included Power Point Template



Virtual Collaboration Template

MURAL Template

Strategy Map

Vision Company's vision statement	Driver(s) An external or internal condition that motivates the organization to define its goals, such as customer and market behavior, competitive forces, legislation, etc.			
Add vision here	Add drivers here			
Goals A formulation of an intention or direction of the company or organization.				
Add leading Goal				
Add leading Goal	Add leading Goal	Add leading Goal	Add leading Goal	Add leading Goal
Strategic Goals A formulation of a strategic intention or strategic direction of the organization				
Objectives Specific, Measurable, Attainable, Realizable and Time bounded (S.M.A.R.T.) formulation of a strategic goal.	 	 	 	 
Projects & Initiatives which of your Focus Topics is supporting which goal?	 	 	 	 

Access the MURAL template: <https://app.mural.co/template/ceee31d1-9c3d-4c11-973a-fcd887098e65/7522b673-d902-4434-9748-b8ceba081dac>