

Goals			Plan				Progress											
Overall Goal	Necessary Conditions		Reasoning (Obstacles)	Commitments				J	F	M	A	M	J	J	O	N	D	
	Focus	State		Deliverable	Owner	Due	Budget											
120 M\$ in 2008	1. Break-through in Key Accounts	T-Funnel of 200 M\$	Account constraints are unknown	ACA for all key accounts done	FB	July												
			OppMap is not reviewed with accounts	OpMaps reviewed at account meetings	KS	Feb												
		>50% Win Rate in T-Projects	Win management is weak	All projects > 10M have managed win plans	KS	Jan												
				W/L reviews for all projects >10M	AF	March												
	2. Strong growth in base business	C-Reach > 65%	C-Reach goes untracked	C-reach reviewed at monthly management meetings	NE	Jan	125 k\$ CRM											
				Ownership is unclear	Sales defines and selects owner	BR	Jan											
		>10% CR	Ownership and goal are undefined	CR reviewed at monthly management meetings	DL	Jan	50 k\$ CRM											
				Improvement plan is not defined, confirmed	Improvement plan reviewed at monthly management meetings	DL	Jan											
	3. Fast Product Development	< 6 months for new products	Goal is not key company performance standard	PD Cycle of 6 months is communicated as one of "top ten goals"	BR	Jan												
				Project methodology is unknown	Project progress reviewed weekly (Friday afternoon)	BR	March	200k\$ Consult										