NAME

SEMESTER & SECTION

Company description

<Highlight current state>

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 1. Separate | 2. Coordinated | 3. Dialogue | 4. Holistic |
| Link to strategy | BA used only on an ad hoc basis | BA Supports monitoring performance | Feedback between strategy and BA | BA used as strategic resource |
| Quality | Measured as a function of how quickly requests are answered | Accuracy of target measurement | Based on ability to deliver relevant information to strategy function | Ability to provide the business a competitive advantage |
| Coordination between functions | None | Likely very little | Clear responsibility for individual metrics, regular meetings to coordinate activities | Information flow between departments and levels |
| Analytics work | Filling ad hoc requests | Creating dashboards | Reporting reasons for deviation from targets | Self-identified projects that provide competitive advantage |

Current State

Link to strategy: Coordinated

Reason level was selected

Quality: LEVEL

Reason level was selected

Coordination: LEVEL

Reason level was selected

Analytics work: LEVEL

Reason level was selected

Next steps

Link to strategy: Coordinated to Dialogue

Concrete next steps

Quality: LEVEL

Concrete next steps

Coordination: LEVEL

Concrete next steps

Analytics work: LEVEL

Concrete next steps