Strategy Map

The *Strategy Map* pattern creates elements and a diagram that model aspects of the primary strategic goals being pursued by an organization or management team. It groups elements into the four perspectives: Financial, Customer, Internal and Learning and Growth and allows the elements contained in the perspectives to be related to each other.
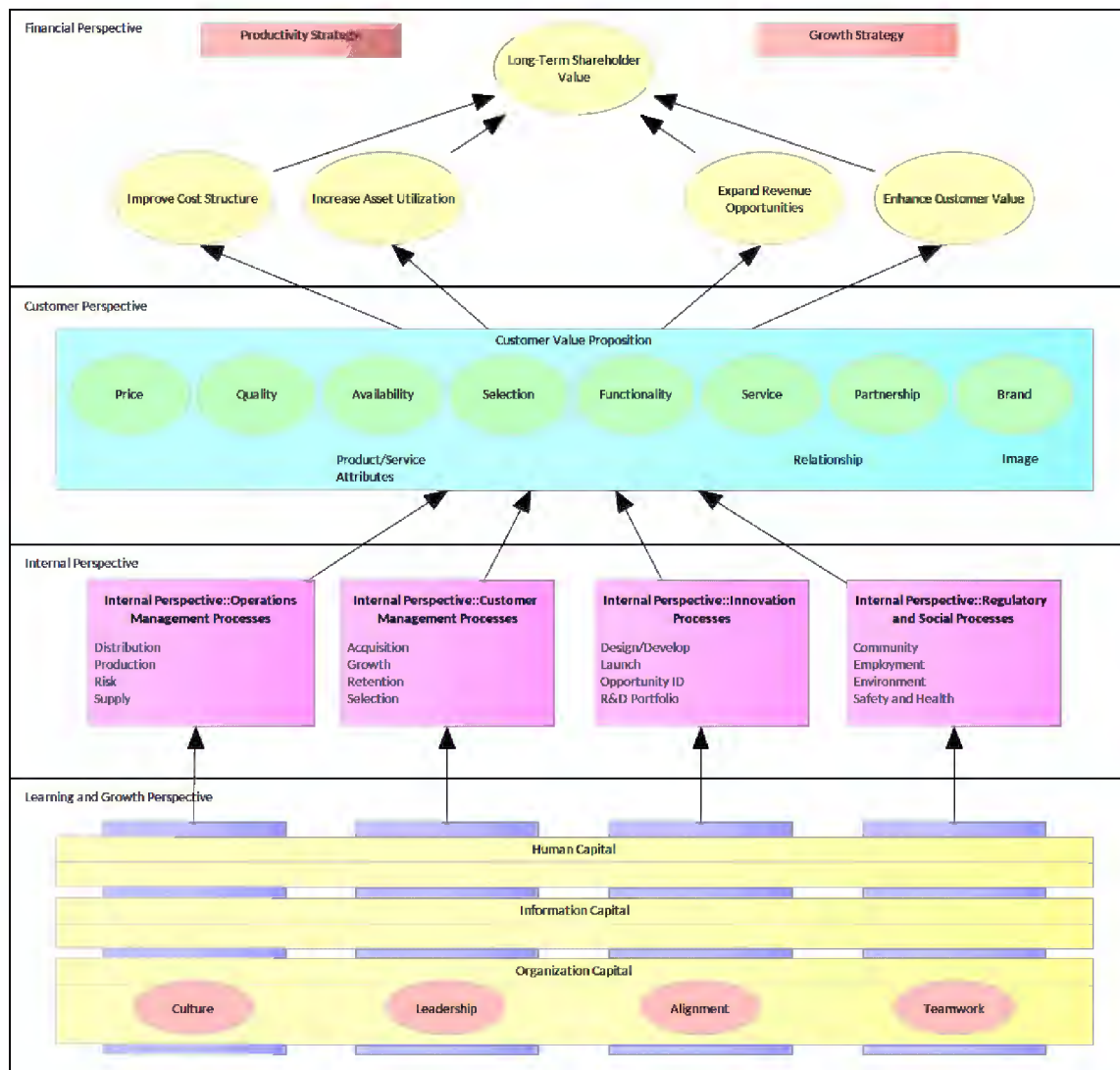
Figure 1. Shows a strategy map that allows relationships to be defined between the various perspectives.

Discussion

The purpose of the pattern is to capture a strategy from a management team and ensure that a common understanding exists and to communicate the strategy, focus organization efforts, and select the correct measures to report on an organization's progress in implementing their strategy. It can also be used as a tool to assist in the revision of the strategy

The pattern is typically used early on in an initiative or when modeling the enterprise more generally to ensure that the management team and other key stakeholders have a common and consistent understanding of the goals and the strategic direction of the organization.

The following is a list of some things you may want to do when working with this pattern.

- · Change the name of the Package and the diagram to suit the initiative.
- · Change the name of the Primary and Secondary Activities.
- · Change the order of the Activities to suit the initiative.
- · Define other Value Chains at different levels in the organization.
- · Remove elements or add additional element as needed.

The following is a list of some of the next steps available when applying the pattern.

- · Extend the model by adding.
- · Define Trace relationships showing how the Requirements relate to up-process elements such as Strategies, Business Rules and other Requirements and down-process elements such as User Stories, Use Cases, Components, Artifacts and database tables.
- · Create high quality documentation generated automatically from the model.

Reference

The following help topics will assist you learn about how to work with this pattern.

[Strategy Map Overview](#)

[Strategy Map](#)

[Connector Style Options](#)

[Element Appearance](#)

[Traceability Tools](#)

[Documentation](#)

The following are some of the tools that will be helpful when working with this pattern.

Document Generator

The Document Generator is a powerful facility in Enterprise Architect that allows a Database Engineer or other stakeholder to create high quality corporate or technical documentation directly from the model, suitable for internal or external audiences. For more details see the [Documentation](#) help topic or the more general topic on [Model Publishing.](#)

Element Discussions

The Element Discussion facility is a fully featured collaboration tool allowing modelers and model viewers and reviewers to communicate with each other directly inside the repository. Modelers using the full client or occasional viewers using WebEA can both post and reply to discussions and communicate and engage in chat. For more details see the [Element Discussions](#) help topic.

Specification View

The Specification View can be used as a way of working with any element type in a spreadsheet or word process view. It is particularly useful when there are a large number of elements as is typically the case when describing a system of any appreciable size. For more details see the [Specification View](#) help topic.

Baseline Tool

The Baseline Tool can capture a snapshot of a selected Package at a point in time and then at a later time the repository can be compared to this (or another baseline) for the

purpose of determining what has changed. Any number of baselines can be created and labeled and there is a baseline comparison tool which displays the differences between the baseline and the model and allows the modeler to revert a change in the model to a baseline at a granular level. For more details see the Baseline Tool help topic.

Relationship Matrix

The Relationship Matrix provides a spreadsheet like view of two groups of elements and the relationships that exist between them. It can be a used as a powerful analysis mechanism to visually indicate how elements are related to each other and to discover which elements are missing relationships. For more details see the Relationship Matrix help topic.

Traceability Window

The Traceability Window automatically displays the relationships that exist between Use Cases and other model elements including up-process and down-process elements. The traceability tree view can be conveniently expanded to see deeper relationships and elements displayed in the window can be located in all diagrams in which they appear. For more details see the Traceability Window help topic.

Alternate Images for Diagram Elements

Most standard elements allow an alternate image to be defined for an element that will be used in place of the graphical notation for the element either on a selected diagram or as a default on all diagrams. For more details see the Using the Image Manager help topic.

Diagram Layout

The Diagram Layout tool allows you to layout an entire diagram, selected elements or sections of a diagram to make it more visually appealing or meaningful to a particular audience. There are a wide range of layout types to choose from and some types have filters that can be applied. For more details see the Diagram Layout help topic.

Pan and Zoom

The Pan and Zoom facility is one of the tools that can be used to navigate around a large diagram. Often the resolution of a diagram must be reduced to ensure it is wholly visible but by using the Pan and Zoom window you can leave the diagram at a readable resolution and pan around to areas of interest zooming in when necessary. For more details see the Pan and Zoom help topic.