# **Five Things to Know About Outcomes Based Thinking and The GPS**

Outcomes-Based Thinking (OBT) combined with the GPS is an actionable, visual way to move your team and company from being continually sucked into the vortex of the urgent to effectively creating outcomes that matter to your customers. Below are five benefits your team and organization gets when it adopts OBT and the GPS.

### **A navigation system that makes every decision matter**

The GPS, together with OBT, breaks down organizational silos by having teams rally around achieving outcomes instead of activities. Outcomes move horizontally across the enterprise and aren’t confined within a single function. That shift drives global optimization of the business—aligning tradeoffs across functions so the enterprise wins—rather than allowing local optimization inside individual organizational units. The result is eliminated duplicated effort, shorter handoffs, accelerated delivery, and measurable customer impact in weeks instead of months.

### **Shifts in the conversation**

OBT flips the conventional conversation: you define the future first, then map backwards to the capabilities and investments needed to achieve it. That change in orientation forces roadmaps, budgets, and KPIs to be evaluated by the outcomes they enable—not by how many projects were completed. The payoff is greater ROI from your people and technology programs because every dollar and team effort is traced to an outcomes that actually matter to your customer and business.

### **A rapid catalyst for organization‑wide change**

The GPS compresses alignment time by making the future state visible and actionable across functions. In practice this means multi‑disciplinary teams stop reinventing work in isolation; they adopt a shared vocabulary and a single set of prioritized outcomes in weeks rather than months. Faster alignment reduces rework, shortens delivery cycles, and gets measurable customer impact into production sooner.

### **A framework to responsibly scale AI and human capability together**

The GPS provides the governance and capability map that clarifies where AI should augment human work and where human judgment must remain central. That clarity prevents fragmented automation efforts, reduces ethical and operational risk, and accelerates value capture from AI by ensuring each agent or automation is explicitly tied to a customer outcome. You gain repeatable patterns for safe, effective scale—so automation multiplies customer value instead of creating technical debt.

### **A perpetual engine of innovation and competitive advantage**

Once the GPS is embedded, it becomes a discovery engine: prioritized outcomes reveal the highest‑leverage experiments and the quickest routes to differentiation. That continuous, outcome‑oriented feedback loop turns strategic insight into repeatable advantage—helping you iterate faster, spot new opportunities early, and defend leadership in your market. Over time, this discipline makes your organization the obvious choice for customers because you consistently deliver what they value most.