

# Objectives-Resources-Matrix

concept cards<sup>©</sup>  
FOR TEAMS, MANAGERS OR LEADERS

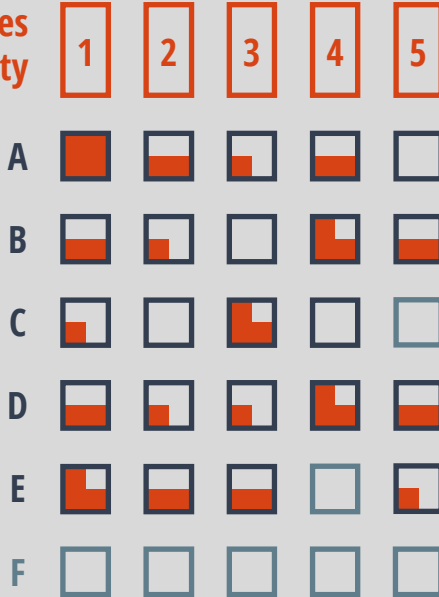
Evaluating the efficiency of use of available resources for achieving objectives.

## Objectives-Resources-Matrix

### PURPOSE

Objectives  
by priority

Resources



## Efficiency of Use of Available Resource

The achievement of objectives requires resources. Companies pay for resources (people, expertise, information, IT-systems, infrastructure, energy, premises, ...) or have built up resources in form of assets (customers, knowledge, patents, cash, ...).

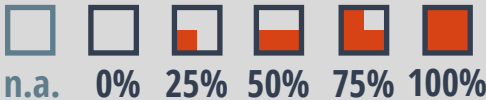
Even though resources are expensive and valuable they are often not used at all or not used efficiently to help the company achieve its objectives derived from its purpose.

The efficiency with which companies are employing available resources towards their prioritized objectives can be visualized with the Objectives-Resources-Matrix.

A lot of white space in the matrix elements suggests that either resources are not used efficiently or that not enough resources are available overall or for a particular goal. A lot of white space on the left of the matrix, suggests that the company is not using its resources according to its own priorities.

## Legend

Resource %-use for objective



Resource not (yet) available – n.a.