Business Value Model

ENDS
- Vision
- Goal
- Objective

Vision — delivered via → Product

Vision — amplified by → Goal

Goal — quantified by → Objective

Objective — validated via → Actual Result

MEANS
- Product
- Actual Result
- Product Option

Product — measured via → Actual Result

Product — includes → Product Option

Objective — aligns with → EVALUATION

Product — assessed via → EVALUATION

EVALUATION

Value Decision — weighs → Decision Factor

Decision Factor
- Benefit
- Risk
- Other

Decision Factor — impacts → Value Consideration

Value Consideration
- Customer
- Business
- Technology