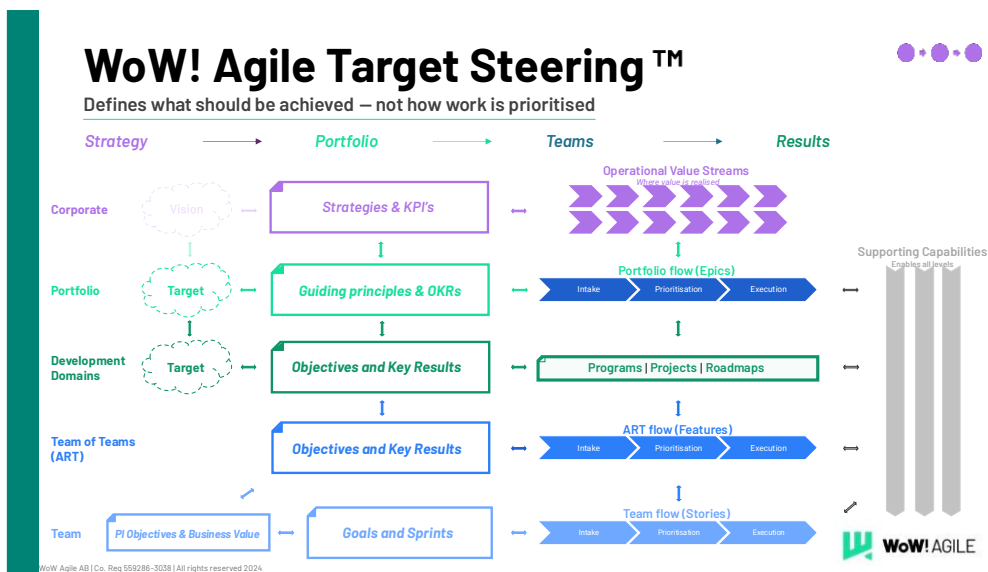




# WoW! AGILE

## Description – The WoW! Agile Target Steering Model™





# The WoW! Agile Target Steering Model™

## Executive Summary

Organisations execute more effectively when strategic priorities are translated into measurable objectives, guided decisions, and clear ownership at every level.

Even when direction is clear, organisations often face:

- Too many parallel initiatives
- Unclear prioritisation
- Decisions escalated to senior leadership
- Teams working hard, but not always on the right things

The result is slow execution, misalignment, and inefficient use of resources.

The WoW! Agile Target Steering Model™ provides a structured way to translate strategy into decisions at every level of the organisation.

It creates a clear connection between:

- Strategic direction
- Prioritisation of initiatives
- Day-to-day execution

### **Daily decisions consistently support strategic priorities.**

By defining objectives and measurable outcomes across all levels, the model ensures that every initiative, every team, and every decision contribute to the organisation's goals.

It enables decentralised decision-making without losing control – allowing organisations to move faster, with greater clarity and confidence.

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## Outcome

When implemented effectively, the Target Steering Model delivers:

- Clear priorities across all organisational levels
  - Faster and more decentralised decision-making
  - Better alignment between strategy and execution
  - Reduced initiative overload
  - Greater transparency in how work contributes to business goals
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## What it enables

The Target Steering Model enables:



- Clear and consistent prioritisation across the organisation
  - Alignment between strategy, investments, and execution
  - Measurable objectives at every level (OKRs)
  - Decentralised decision-making within clear boundaries
  - Full traceability from strategy to delivered outcomes
  - Elimination of non-value-adding work
  - Faster, more informed, and more confident decisions
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## What problem it solves

Organisations commonly experience:

- Strategy that is not consistently translated into decisions
- Lack of clarity in prioritisation across teams and departments
- Too many initiatives competing for the same resources
- Decisions being escalated rather than guided
- Limited transparency in how work contributes to strategic goals
- Fragmented execution across organisational units

These challenges lead to inefficiencies, slower execution, and reduced impact from strategic initiatives.

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## The model at a glance

The Target Steering Model connects strategy to execution across multiple levels of the organisation, from corporate leadership to individual teams.

At each level:

- **Objectives** define the desired outcomes
- **Key Results** measure progress
- **Initiatives** are prioritised based on their contribution to the objectives

This creates a consistent logic for decision-making across the organisation.

As decisions are made closer to execution, they remain aligned with the overall strategic direction.

The result is a system where:

- Priorities are clear
- Decisions are guided
- Execution is focused



- Progress is measurable
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## How it fits in the WoW! Agile Toolbox

The Target Steering Model establishes the **Alignment layer** of the WoW! Agile Toolbox.

It connects strategic direction to execution by:

- Translating vision into objectives and measurable outcomes
- Guiding prioritisation of initiatives and investments
- Enabling consistent decision-making across all levels

It acts as the **decision and prioritisation engine** of the operating system for execution.

Together with:

- **Vision & Strategy** – defining direction
- **Value Streams** – structuring how value is delivered
- **Value-driven Requirements** – guiding decisions in execution
- **Lean Portfolio Management** – governing investments and priorities

...the Target Steering Model ensures that the organisation operates as a coherent system rather than as disconnected parts.

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## Approach and implementation

The Target Steering Model is implemented in a structured and practical way, ensuring minimal disruption while delivering early value.

A typical implementation includes:

### 1. Introductory alignment

A short session to understand the current situation, challenges, and objectives, ensuring that the approach is tailored to the organisation.

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### 2. Preparation and alignment

Stakeholders are aligned on purpose, expectations, and required input, ensuring that the organisation is ready to engage effectively.

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### 3. Training

A focused training session covering:

- Objectives and Key Results (OKR)



- Principles of target steering
- How strategy connects to execution

This ensures a common understanding across participants.

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#### 4. Vision and Strategy workshop

A structured workshop where leadership:

- Defines or refines the vision
- Establishes strategic goals
- Develops guiding principles
- Defines measurable objectives and key results
- Identifies required deliverables and activities

The result is an **executable strategy**, not just a conceptual one.

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#### 5. Packaging and communication

The outcomes are consolidated into clear communication material, ensuring consistent understanding across the organisation.

This step is critical to avoid fragmented interpretations and to enable successful adoption.

This typically marks the transition into Target Steering implementation, where strategy is continuously translated into execution across the organisation.

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#### Who it is for

The Target Steering Model is particularly relevant for:

- Executives and senior leadership teams
- Heads of Strategy and Transformation
- Portfolio and investment decision-makers
- Product and development leadership
- Business unit leaders
- Change leaders and agile coaches

It is suitable for both enterprise-wide implementation and targeted use within specific departments or initiatives.

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## Practical information

The Target Steering Model can be introduced as:

- A focused leadership intervention
- A structured transformation starting point
- A component within a broader WoW! Agile Toolbox implementation

The scope and pace of implementation are adapted to the organisation's size, maturity, and objectives.

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## Conclusion

The WoW! Agile Target Steering Model™ is more than a framework – it is a practical system for ensuring that every decision made within the organisation contributes to its strategic goals.

By connecting direction, prioritisation, and execution, it creates clarity where there is uncertainty, alignment where there is fragmentation, and speed where there is delay.

For organisations seeking to improve execution, increase efficiency, and enable decentralised decision-making with control, the Target Steering Model provides the structure required to execute strategy effectively and consistently.